1946

Going Forward with RADIO

WTAQ

Serving Wisconsin & Michigan

GREEN BAY, WISCONSIN

REV. JAMES A. WAGNER, O. PRAEM.
Managing Director

5000w NIGHT AND DAY

COLUMBIA NETWORK

WTAQ
SERVING
WISCONSIN AND UPPER MICHIGAN

GREEN BAY
WISCONSIN

REV. JAMES A. WAGNER, O. PRAEM
MANAGING DIRECTOR
HAYDN R. EVANS
GENERAL MANAGER

Dear Friends:

This Album is cordially dedicated to the Radio Families of northeastern Wisconsin. We hope you will enjoy "Going Forward With Radio". The field of Radio is still in its infancy. Many of its branches, such as Radar, Television, Facsimile and Frequency Modulation, are still in experimental stages. But their future is assured...a future equally as colorful and useful as today's Radio Broadcasting.

Yes, this Album is dedicated to you...in the hope that it will further personalize the friendship which grows between a station and its listeners.

We have quite a large Staff here in Green Bay...between 40 and 50 highly experienced men and women. You'll find their pictures, as well as their story, on the following pages.

And we must not forget to add that you, and your family and friends, are always welcome at our Studios here in the Bellin Building.

Here's hoping you'll pay us a visit in the very near future.

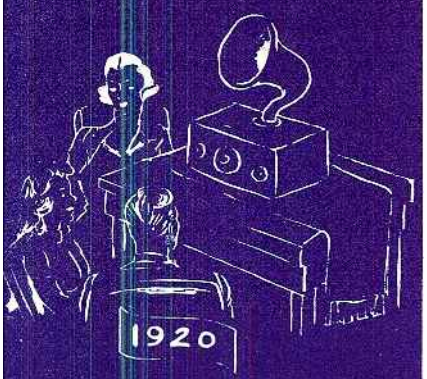
Cordially,

James A. Wagner
Managing Director
WTAQ

JAW/ls

HAYDN R. EVANS
General Manager

A Quarter of a Century of Broadcasting in America



The year 1945 marks the Twenty-fifth Anniversary of the American system of broadcasting. Radio was not, as you might say, "discovered" in 1920. Experiments had been going on for a number of years.

.. In 1920, however, radio ceased to be an experiment and became a permanent adjunct to life in America. How permanent and how much of an adjunct remained to be seen, but it was in 1920 that broadcasting as we know it today was born — with the realization that here was a great instrument of public service.

.. In 1922, two years later, radio advertising began, with the acceptance by station WEAF, New York City, of commercial copy from the Queensboro Realty Company—and America may be everlastingly grateful that such a vital medium of mass communication gained early support from advertising, which insured its freedom and placed it alongside our free press as another guardian of the rights of people.

.. Today there are more than 900 broadcasting stations in the United States. There is scarcely a spot in the nation where one or more of them cannot be heard.

.. These broadcasting stations range in power from 250 to 50,000 watts. They operate on wave lengths ranging from 550 to 1600 on the dial. Obviously, some stations have to operate on the same wave lengths and either shield one another or operate on low power because 900 powerful stations could not be crowded into approximately 1,000 spaces on the dial. There would be wholesale confusion, with interference ruining every program on the air.

.. Radio engineering is responsible for the near flawless reception of radio programs today, with the radio dial crowded to capacity. Miracles have been performed which parallel the invention of radio itself.

.. Personnel in radio, although not great from the standpoint of numbers, has always presented a problem from the standpoint of training and natural talent. Approximately 25,000 people are employed in the broadcasting industry in America. Thousands more could be added by taking in those who are employed in the medium of radio, that is, producing shows for advertising agencies, making transcriptions for broadcast purposes, writing for radio, representing stations and otherwise earning a living from radio work.

.. Accessibility is one of the more obvious characteristics of radio. Once the initial investment has been made, the radio set is always there—in the home, family car, lunch room, hotel lobby and club car. It can be turned on with a flick of the wrist. It can be tuned from station to station with a twist.

.. The full significance of this ease of listening becomes evident when you realize that today more than 31,000,000 homes are radio-equipped—that radios are more widely used than almost any other commodity.

.. A generation or two ago, life was relatively simple—people understood what was going on in their communities, and some understood what was happening in the country as a whole. Beyond that, most people knew little and cared less.

.. But today, because of radio and other rapid means of communication, the world is crowding in. People are bombarded daily with information about what is occurring all over the world. Most people are interested in these events because they realize that, in the long run, they can affect life in their own communities.

.. Radio has come to mean more to them in recent years. They have a different conception of its mission in the world. They have heard it do terribly important things. It has taken them to inconceivable places, brought them voices and personalities who are changing the shape of the world.

.. Assured of economic support by the free enterprise system of America and acclaimed by the public, radio will expand its service into many fields. New types of broadcasting—facsimile—television—all may flourish after the war.

.. The story of radio is the chronicle of American life and times during the past quarter century. Where radio has gone, what it has reported, the personalities and events it has brought to the people, are the popular history of a great American era. The re-enactment, and in many cases the actual rebroadcast of these stirring episodes will stand without equal as an appeal to the patriotism of all Americans.

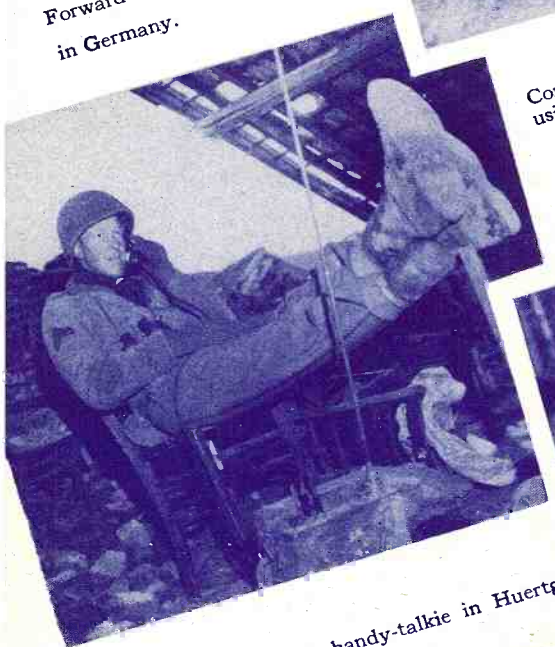
Excerpts from speech by
J. Harold Ryan, Pres. N.A.B.
February 7, 1945

RADIO from War

Forward artillery observation post in Germany.

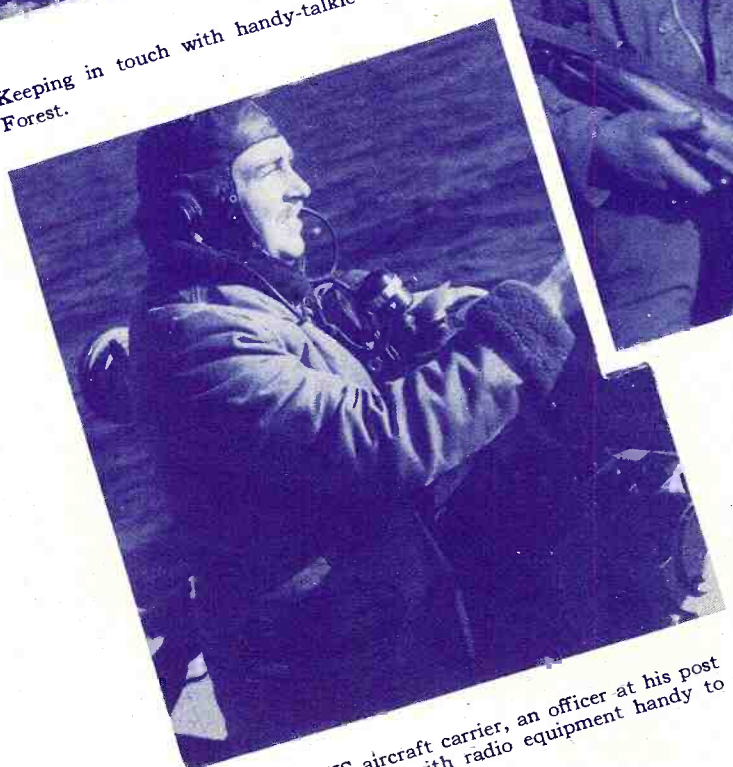
An instructor teaches women Marines the operation of a radio direction finder in this special Marine Radio School.

Commanding Officer of a tank company in France, using the inter-tank radio.



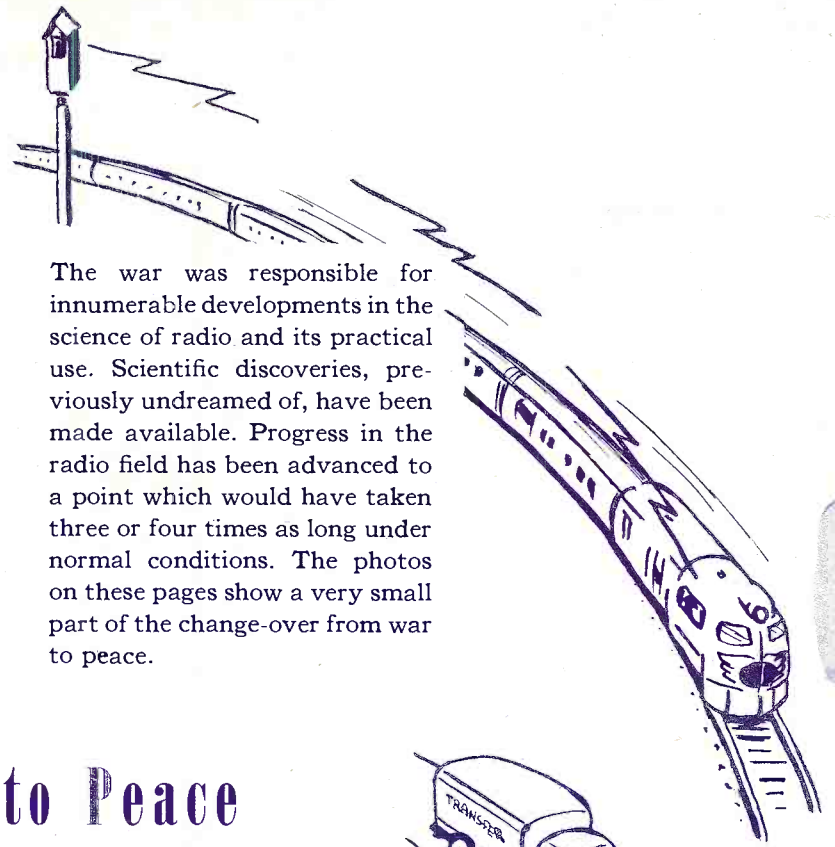
Keeping in touch with handy-talkie in Huertgen Forest.

Bombing instructions from bombardier to pilot.



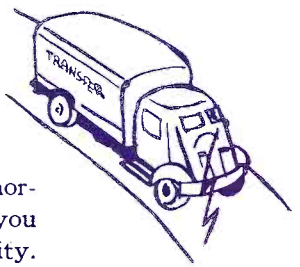
Aboard a US aircraft carrier, an officer at his post on lookout duty, with radio equipment handy to flash a warning signal.

Reporting by handy-talkie on Bougainville.



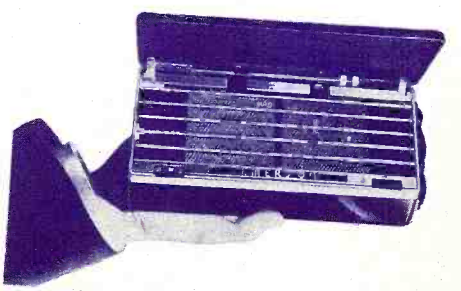
The war was responsible for innumerable developments in the science of radio and its practical use. Scientific discoveries, previously undreamed of, have been made available. Progress in the radio field has been advanced to a point which would have taken three or four times as long under normal conditions. The photos on these pages show a very small part of the change-over from war to peace.

to Peace

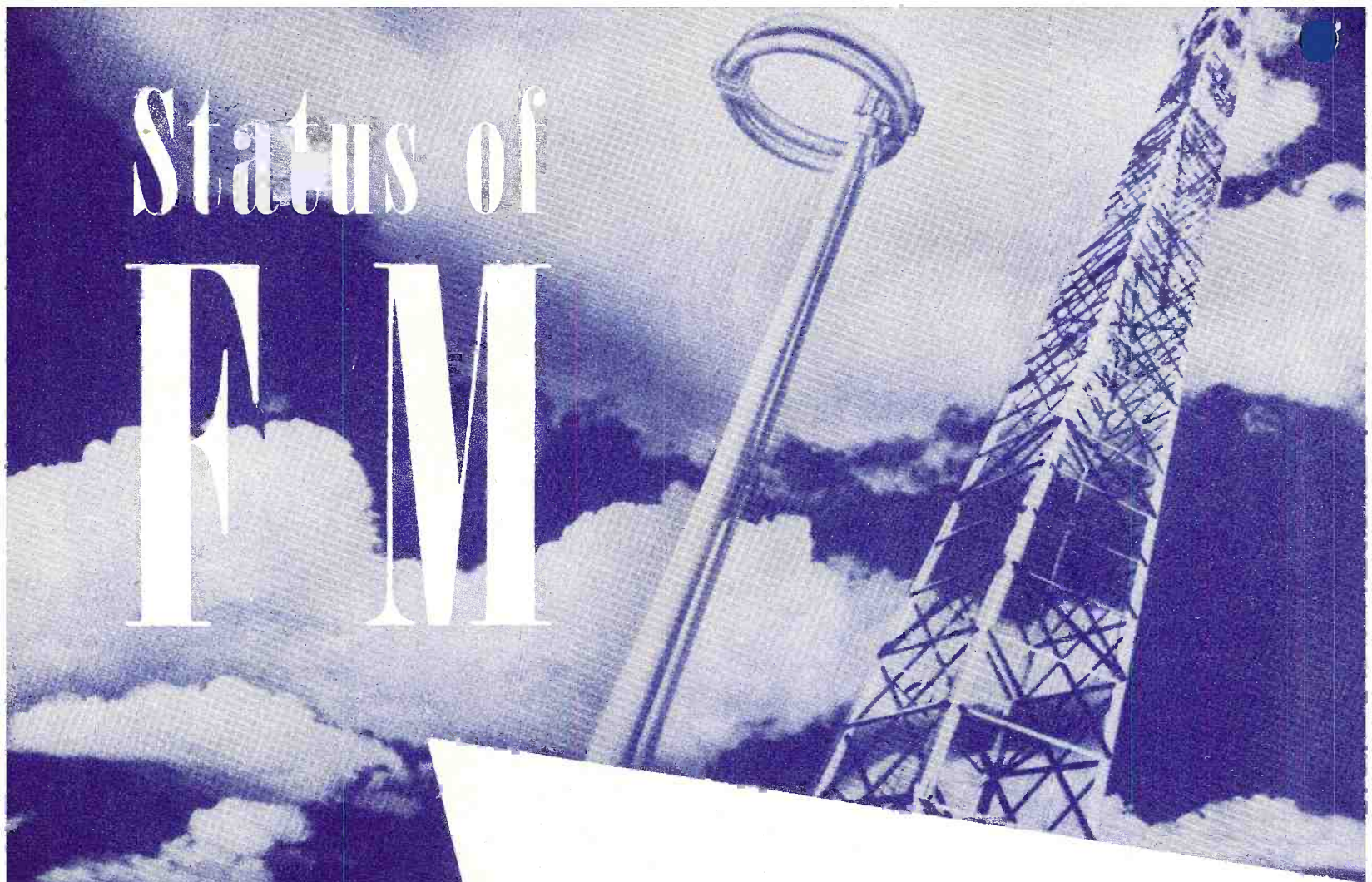


In the electronic era of tomorrow, scientists will bring you radio of unprecedented quality. FM radio, for example, will eliminate all static and interference and will give programs a realism in tone with the n-th degree of fidelity.

A Few of the Radio Sets of Tomorrow



Status of FM



Frequency Modulation (FM) broadcasting, practically all radio experts now agree, may some day replace the type now generally heard except for a few strategically-located high-power stations which will be needed to serve remote rural areas not now receiving any service.

By mid-1945 there were 46 commercial FM stations operating in the United States. Seven others were nearing completion. An additional 24 FM stations were operating experimentally and about 444 applications were on file with the FCC for permission to build FM stations. About 600,000 persons already possess FM receivers.

FM WILL BRING NO MORE PROGRAM FADING

FM WILL STOP INTERFERENCE BETWEEN STATIONS

FM WILL ELIMINATE STATIC AND OTHER ANNOYANCES

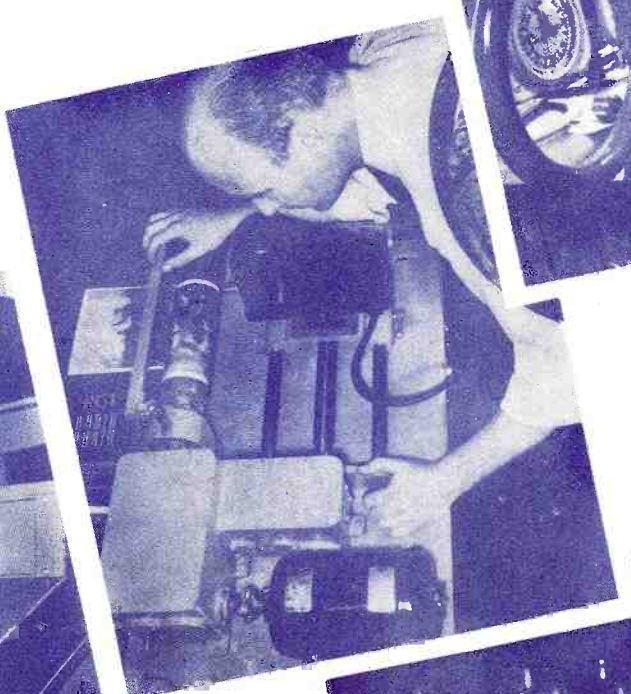
RADIO Developments

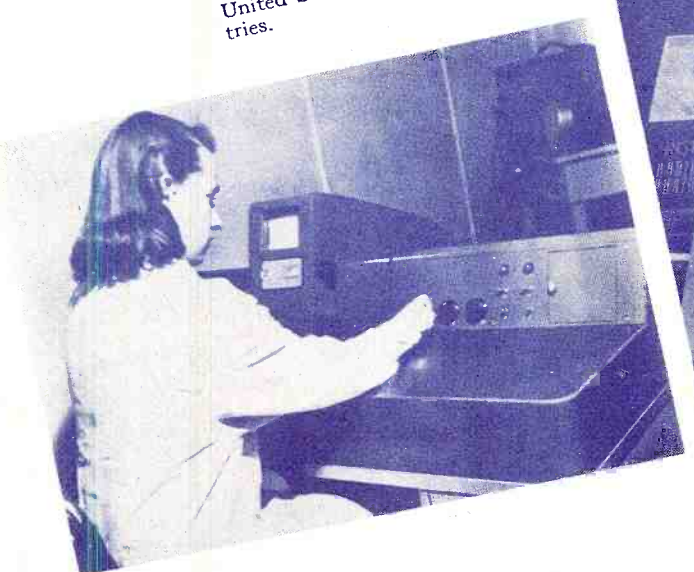
Charles J. Young, specialist in radio facsimile, directing an experiment by Harold C. Greig, at RCA Laboratories.

Radiograms to and from all parts of the world stream along the RCA communication lines.

Final inspection of a radio direction finder loop.

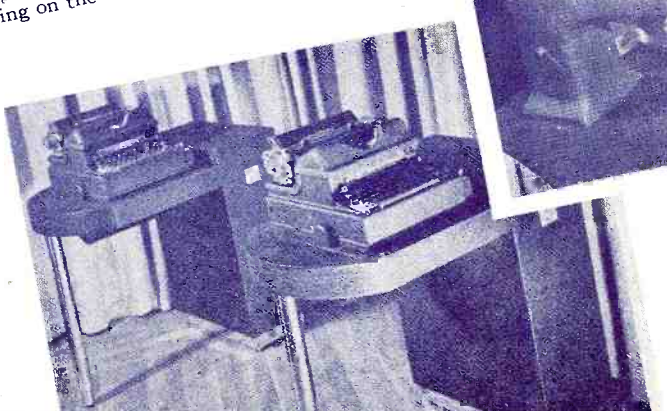
Direct radiophoto service of RCA operates between the United States and foreign countries.





Console model of the RCA electron microscope enables photographic enlargement up to 100,000 diameters, depending on the subject matter.

The RCA electronic sewing machine seams thermoplastic materials.

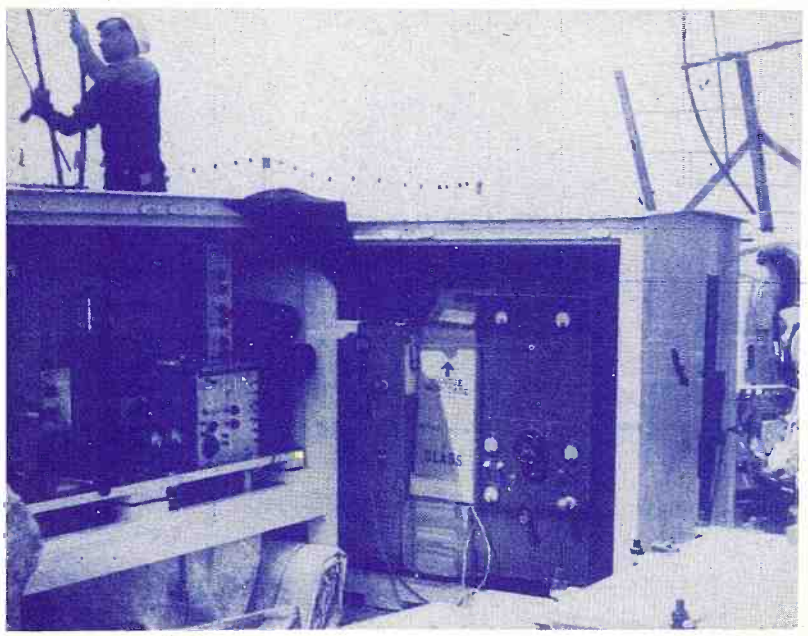


IBM radio typewriters, shown above, will be one of the business services offered by IBM and G-E in their planned transmission facilities.

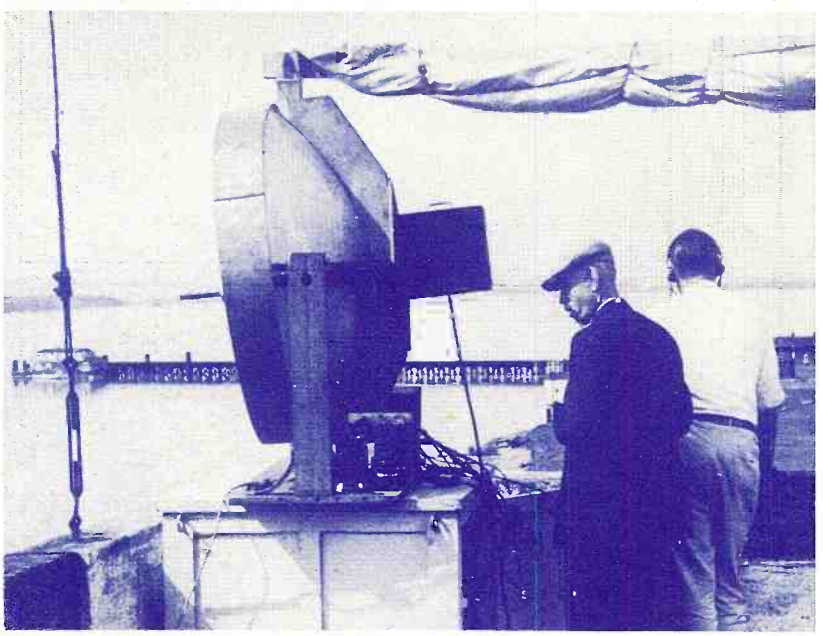
RADAR

. . . SILENT WEAPON OF WORLD WAR II

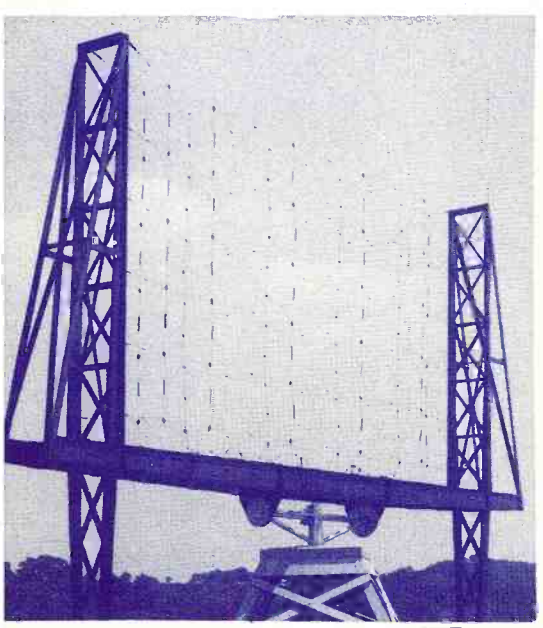
TO BE ADAPTED FOR PEACETIME USE



First radar installation on a ship, mounted on a gun on the old USS LEAHY in 1937.

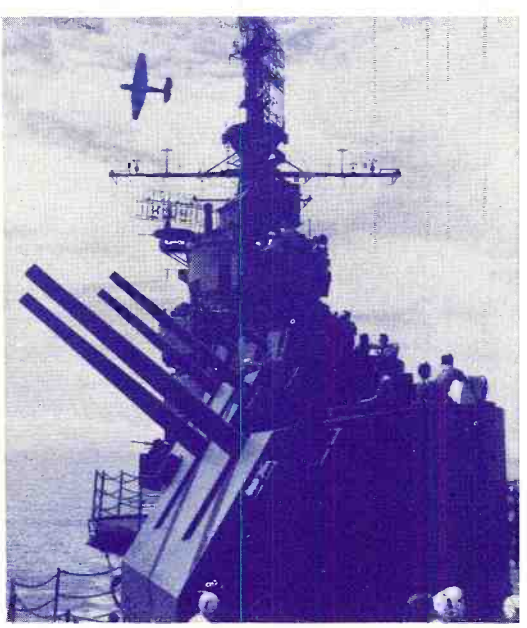


Prelude to the first test of radar, experimental work on the roof of the Naval Research Laboratory in Anacostia, D. C.



Close-up of the antenna of the first complete radar in Anacostia in late 1930's.

Two types of radar antennae—one housed in radome near ground, the other installed on towering mast in Pacific.

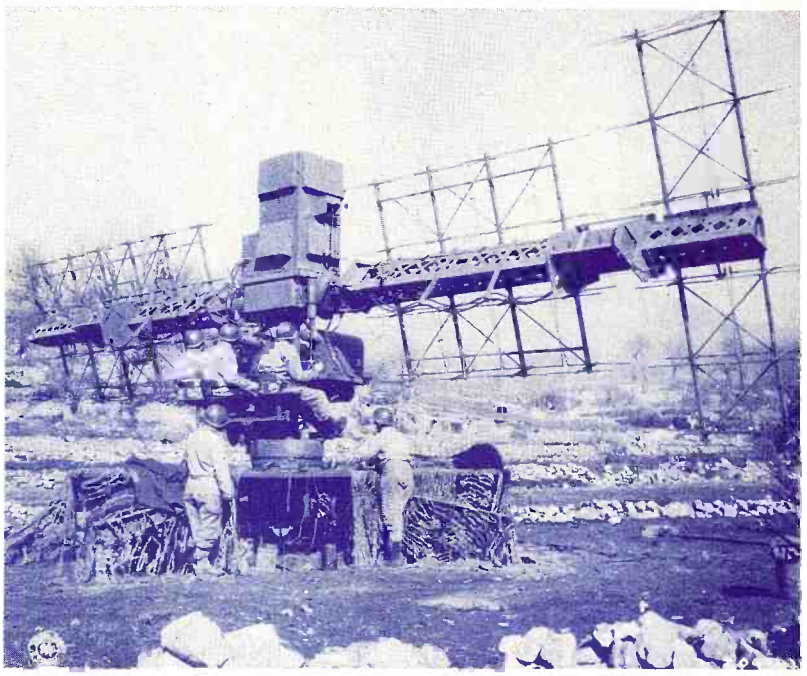


Symbolizing close tie-line of communications between aircraft carrier and plane supplied by radar, photo shows Navy Avenger speeding past Essex-class flattop with latter's radar antennae outlined against the sky.

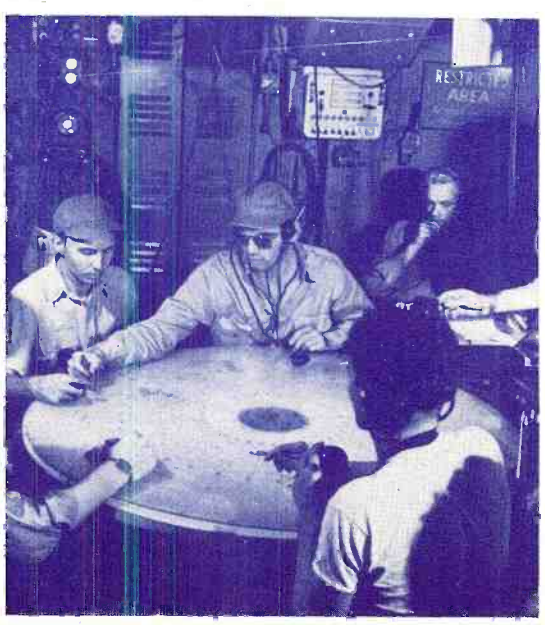
An electronic 'eye' apparently developed independently by U. S., British, French and German scientists in the 1930's, radar owes much of its rapid growth to the advent of war. First used in detection of surface objects in the near-distance under conditions of poor visibility, radar's range and versatility were quickly extended to provide long-range detection of airborne as well as surface objects, accuracy in fire-control, safety in navigation and identification of distant or unrecognizable planes and ships. To radar goes much of the credit for England's doughty defense in the dark days of the 'blitz'; and much of the credit for 'lighting the road' to Berlin and Tokyo.

.. Scientists have made great strides in converting the principles of radar to peacetime uses—with the extent limited only by the field of imagination.

GI's operate teletype and radio battery at First Army Headquarters in Europe.

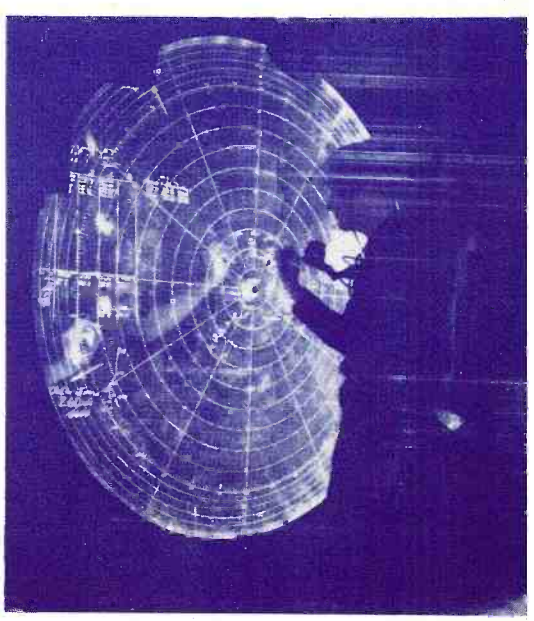


Five-man Army radar crew in Italy track approach of enemy planes.

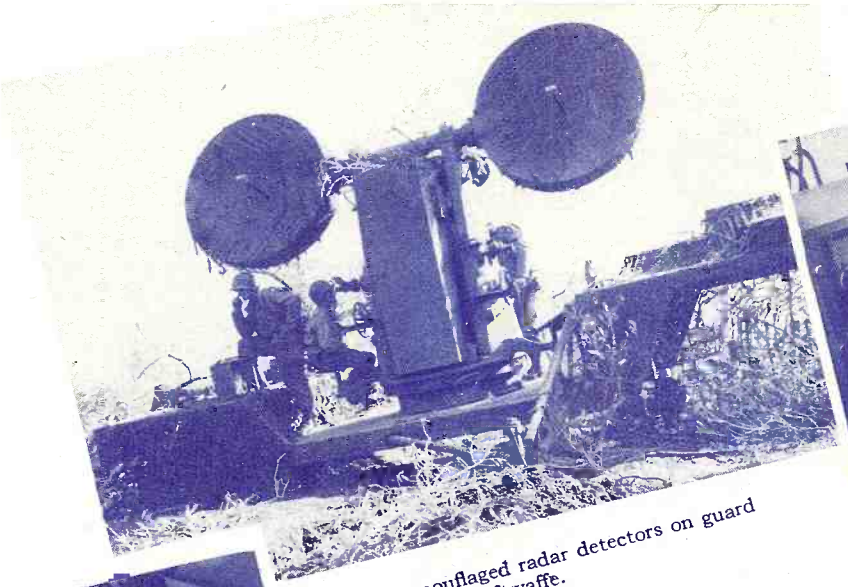


Radar plot room aboard aircraft carrier during operations in China Sea in December, 1944.

Army radio telephone transmitter station somewhere in England radioing news photos to the United States.

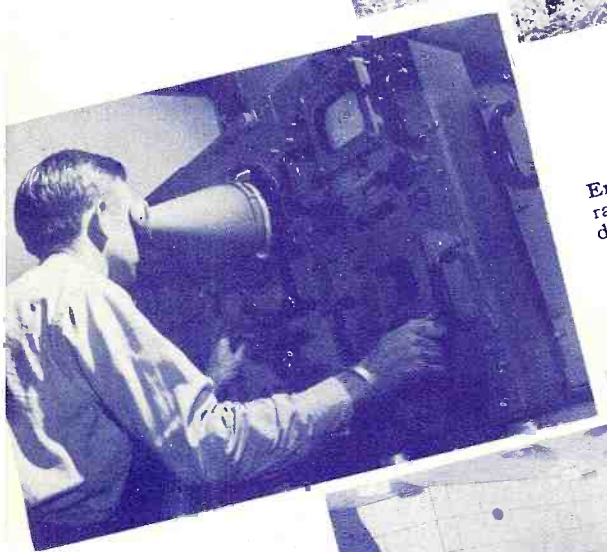


Information provided by radar's electronic eye is marked down on vertical chart, in radar plot room aboard aircraft carrier. Behind the transparent chart, other men chart other aspects of incoming information.



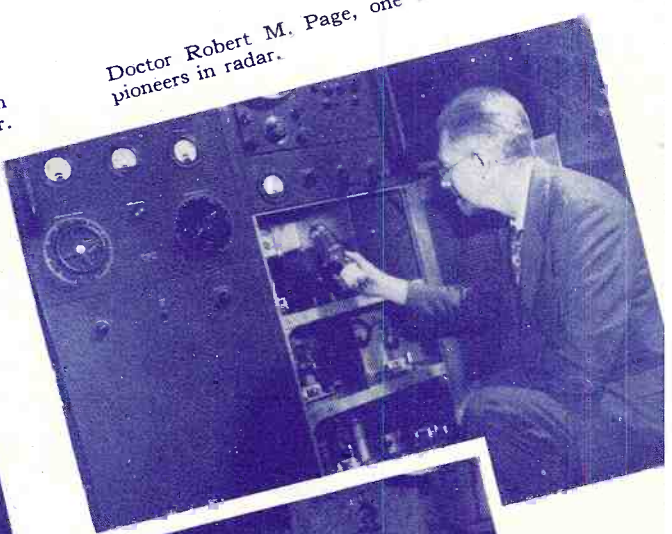
Camouflaged radar detectors on guard against Luftwaffe.

Navy man using radar equipment to determine distance and bearing of target.

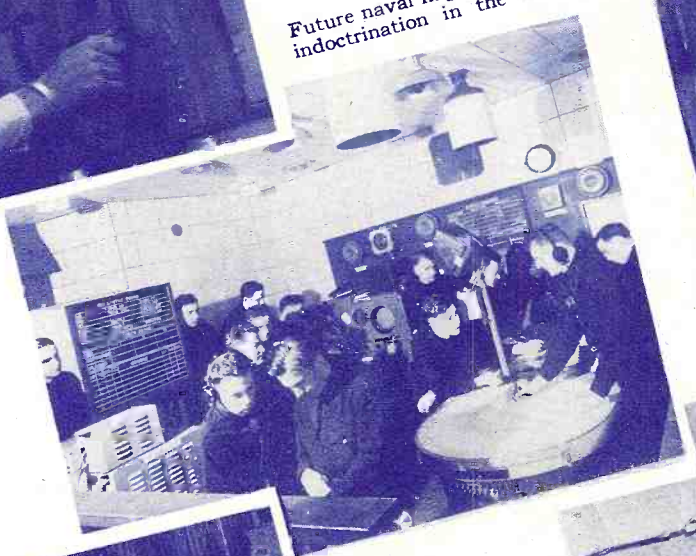


Enlisted man peers at the scope of radar set as he 'peaks the echo' to determine target location.

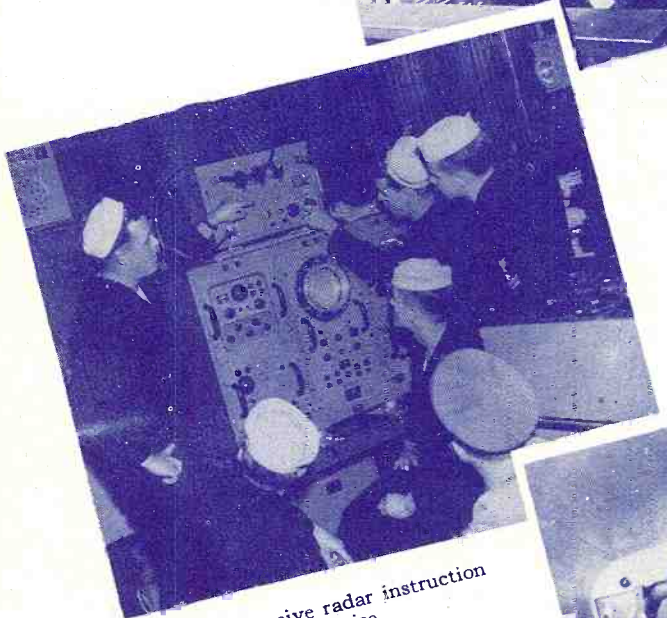
Doctor Robert M. Page, one of the pioneers in radar.



Future naval flag officers get thorough indoctrination in the uses of radar.

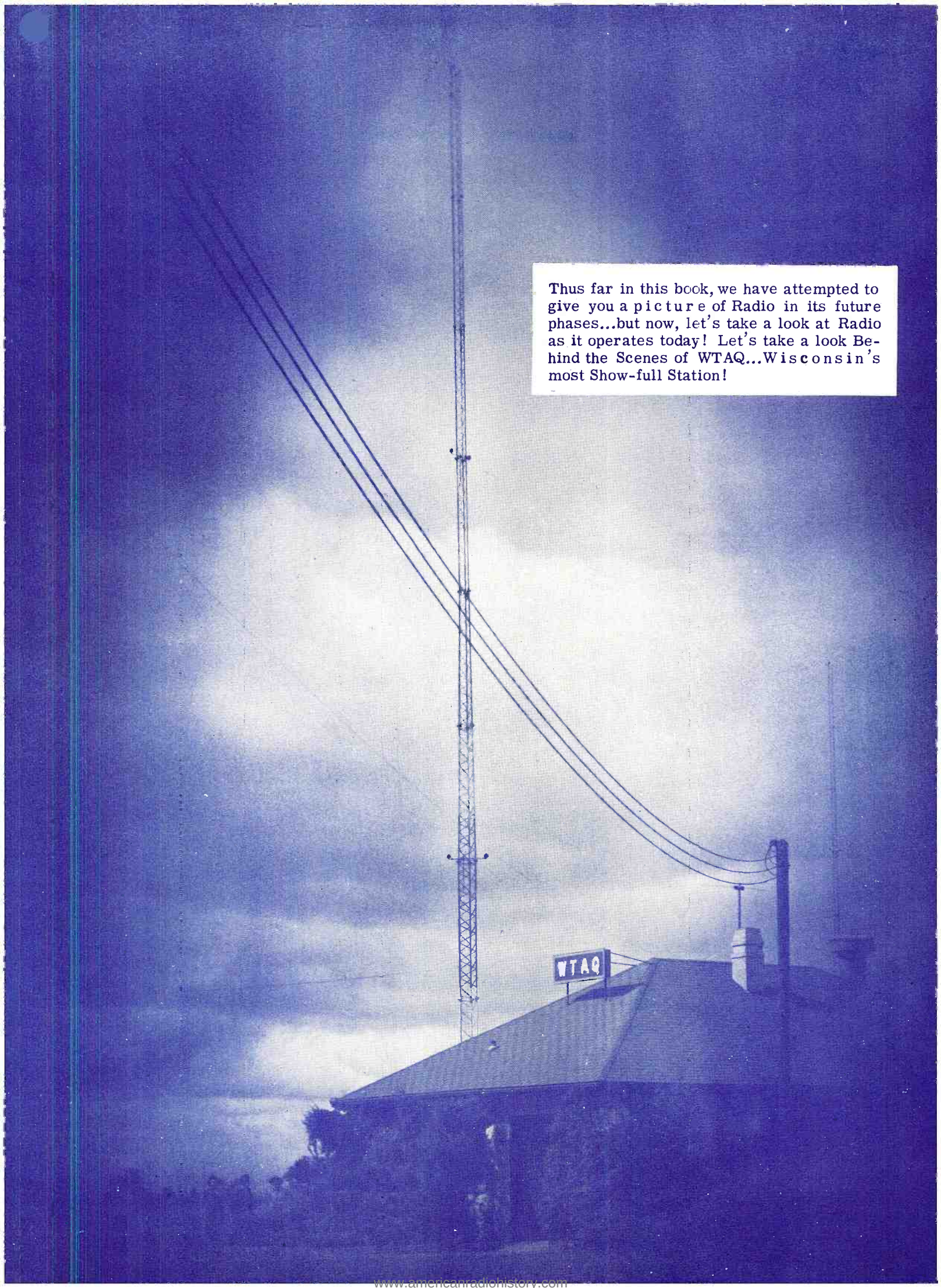


Compact converter radio code machines in use by Army on Western front.



Sailors receive radar instruction on shakedown cruise.

Interior of Army mobile communication unit on Okinawa.

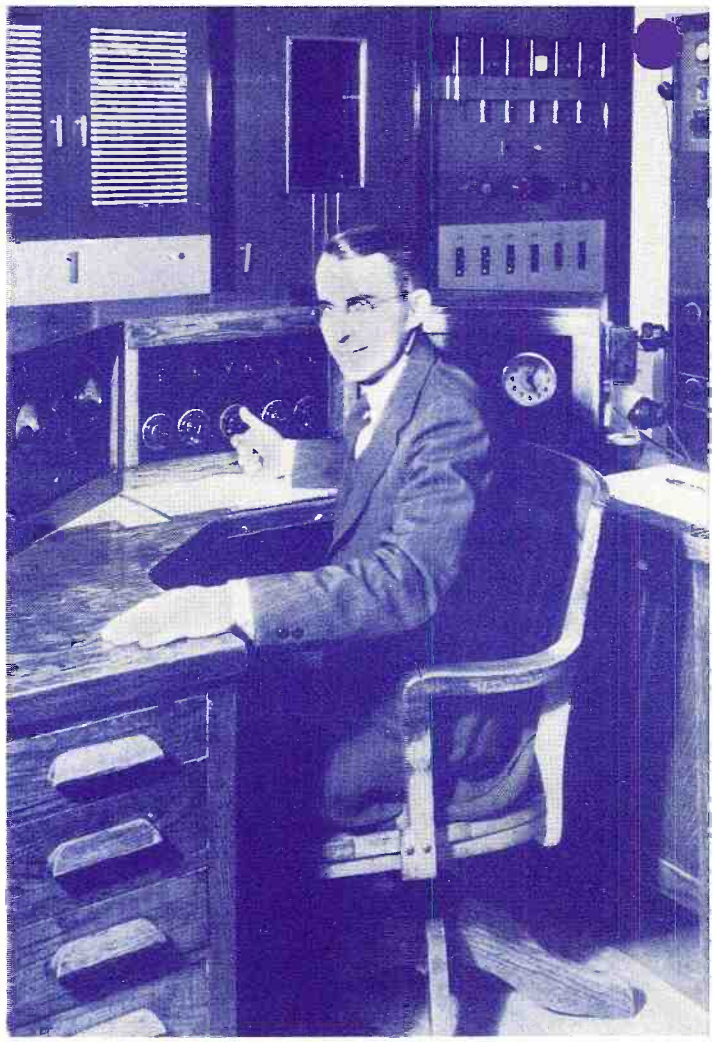


Thus far in this book, we have attempted to give you a picture of Radio in its future phases...but now, let's take a look at Radio as it operates today! Let's take a look Behind the Scenes of WTAQ...Wisconsin's most Show-full Station!

ENGINEERING

DEPARTMENT

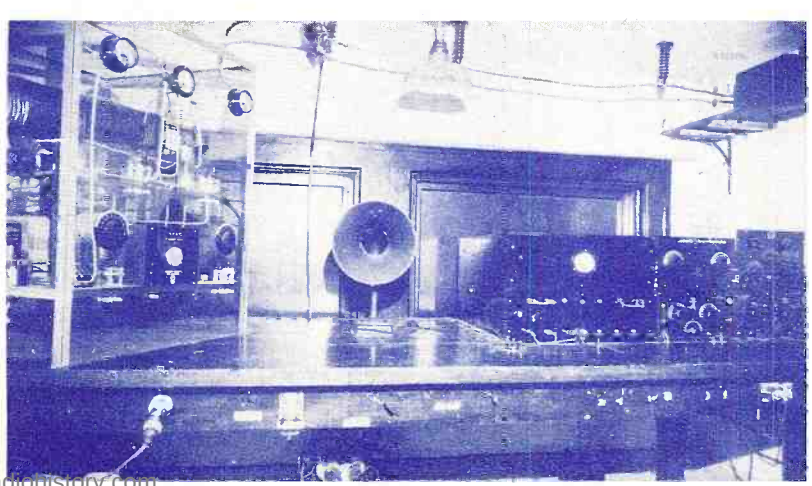
As most of you folks know, our Transmitter is located in West De Pere, just seven miles south of our Studios in the Bellin Building. WTAQ has 5,000-watts power...a power equal to that of any other Wisconsin Station. Until recently, WTAQ was the only Wisconsin Station operating with as much as 5,000-watts, both day and night.



Wallace Stangel is our Chief Engineer. His background includes more than 18 years in the Radio Engineering field. During War time, he conducted Government School in Electronics (Radar) and Radio Theory. We frequently "loan" him to other stations as a Consultant.

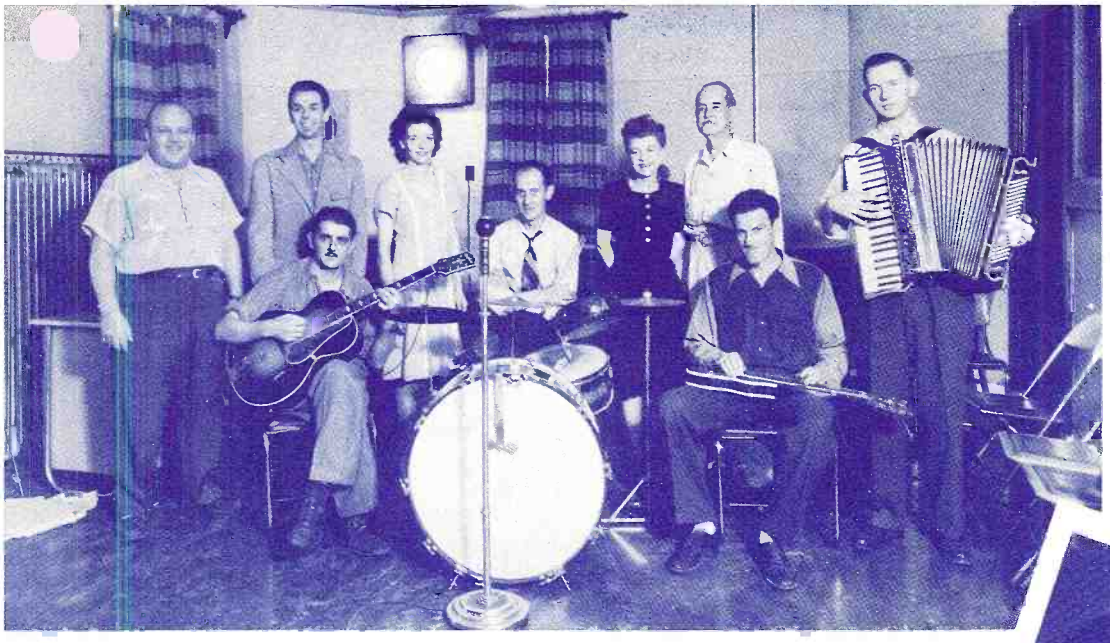
Right to Left: Edward Landreman, Julius Debroux, George Merkl-our technical staff.

As proof that Radio marches on...here's a photo of one of our first Transmitters. This picture dates back 20 years.

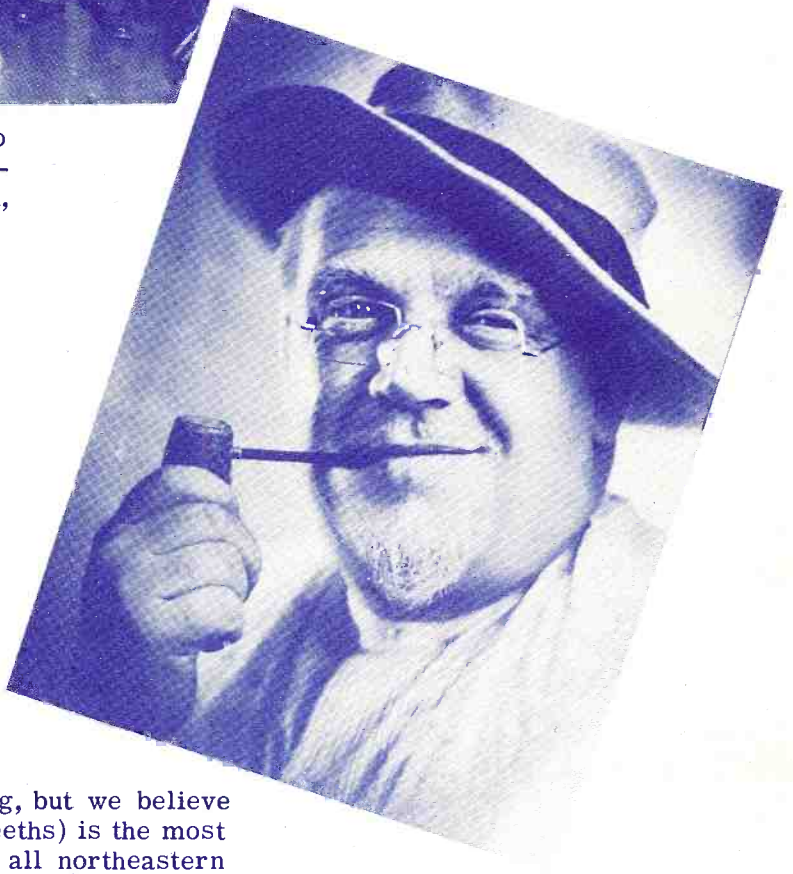


TOWN HALL PLAYERS

Ring up that curtain!... it's Uncle Louie and the Town Hall Players



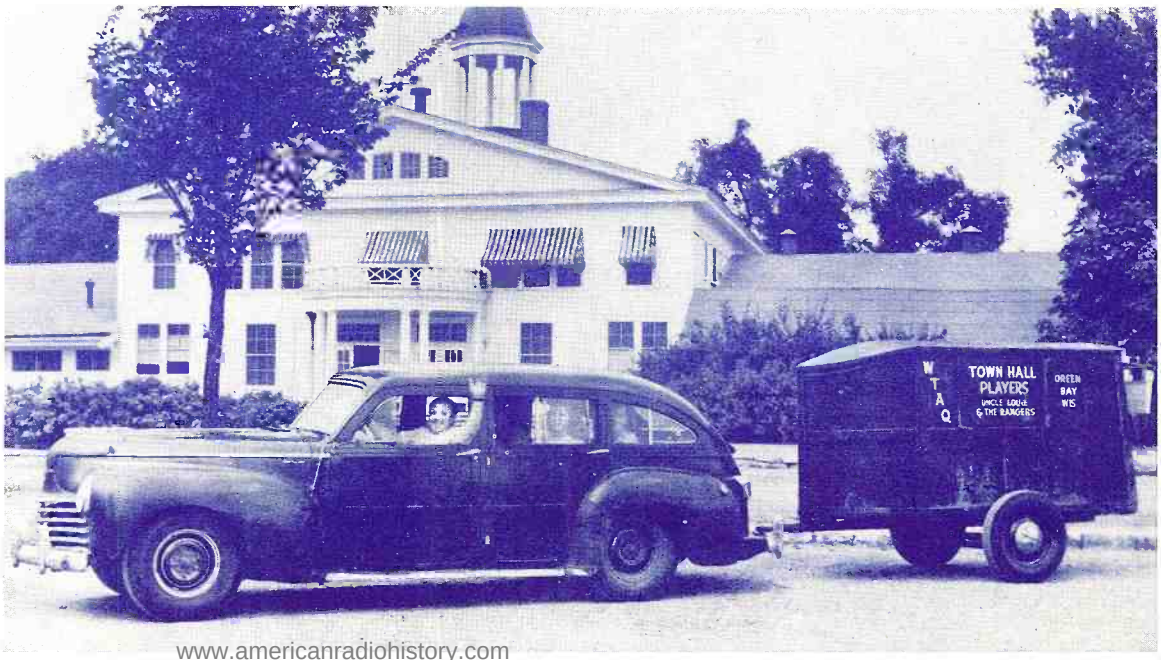
Meet the Town Hall Players in person. Left to right: Uncle Louie, Bernie Collier, George Freeman, Dorothy Hartnett, Art Andre, Betty Froman, Sam Bright, Curly Klatt, Lee Unsen.



Perhaps we're bragging, but we believe Uncle Louie (Leo Reeths) is the most popular personality in all northeastern Wisconsin. At least, he gets around the most!

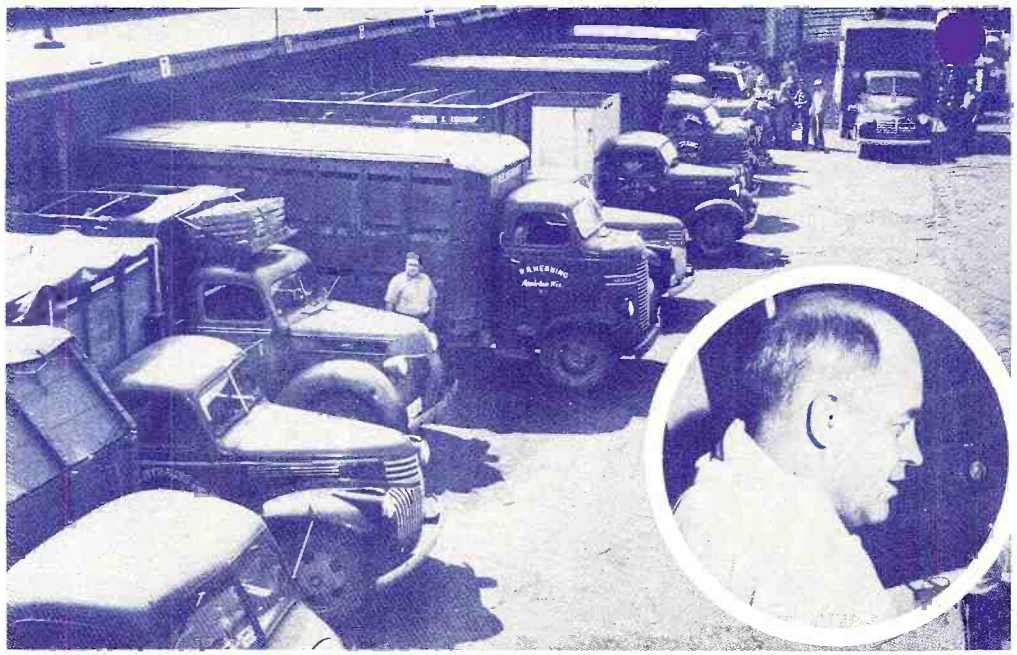
Hold everything, girls... here's that black-hearted rascal, Sam Bright, who usually plays the role of Villain.

Night after night, and month after month (ever since 1940) the Town Hall Players have been staging their Shows and Dances in scores of northeastern Wisconsin cities, towns and villages.
Here's Uncle Louie rounding up his actors and musicians for a big Show in Marinette.

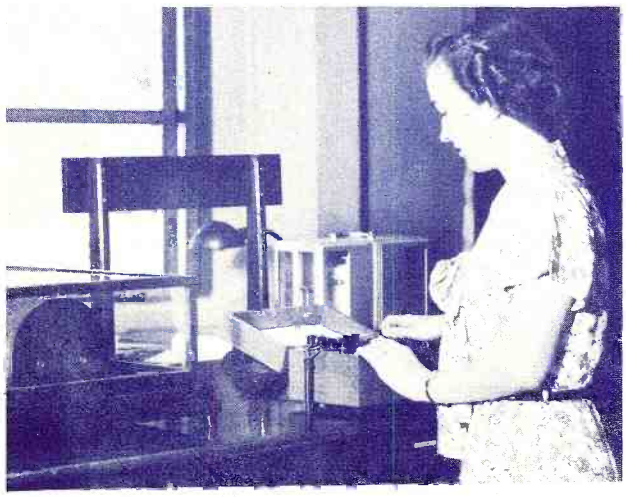


Special Service To

RFD Listeners

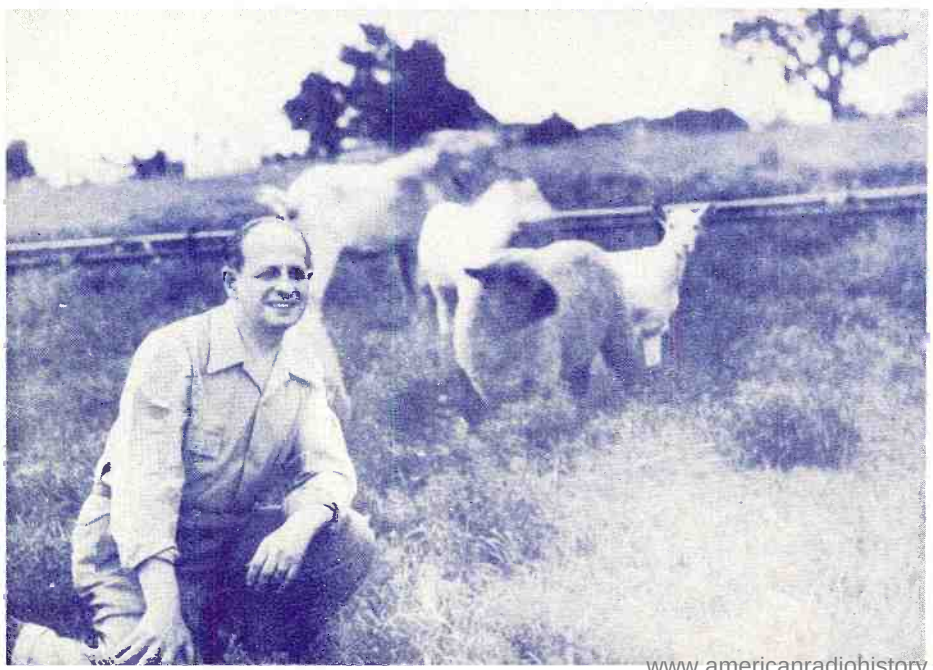


In Milwaukee Livestock Yards, WTAQ has a special Studio. And each noon, Monday through Friday, Hig Murray, one of the key officials at the Yards, broadcasts complete market reports.



There are weather-men and weather-ladies, too. Here is Eleanor Brenneke, who frequently pinch-hits for Herb.

A well-known man in these parts is Herb Bomaleski, Government Weather Forecaster, broadcasting direct from his office in the Weather Bureau. Herb predicts the weather each morning and noon.

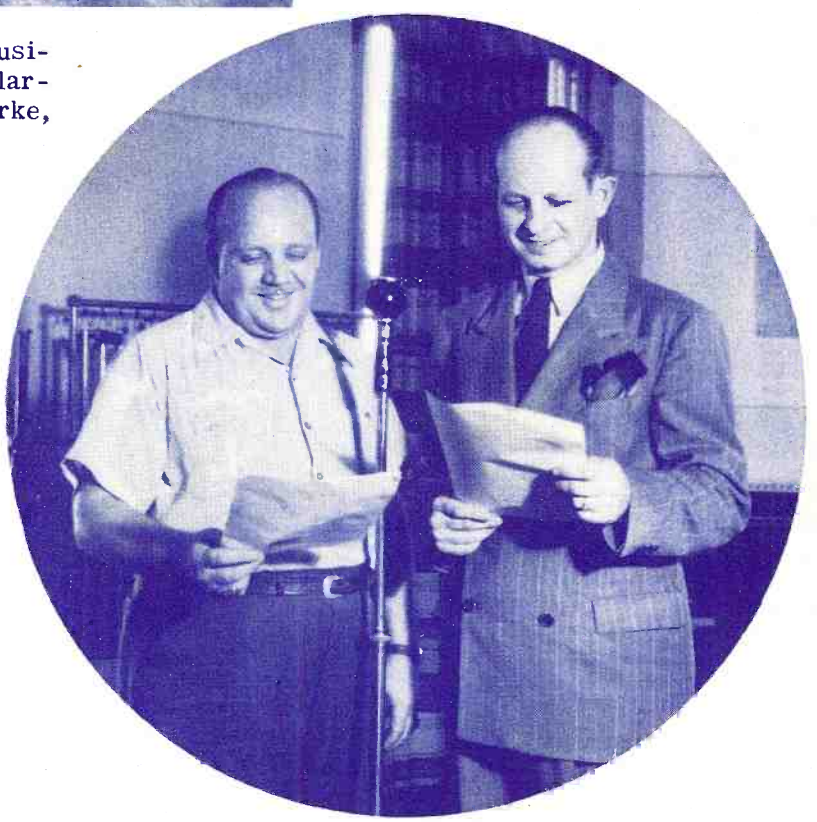


In charge of all rural programs is Eddy Jason, WTAQ'S Farm Editor.

The Farmhands Are On The Air!

And according to all surveys, this Noon-Hour Program is northeastern Wisconsin's most popular daytime feature.

The Farmhands Program features the following musical personalities: right to left: Herman Daumler, Clarence Edges, Sam DeSigne, Roy Hessler, Wilner Burke, Elmer Kapp.



The pleasant job of keeping the Farmhands Program rolling along smoothly (and humorously, we hope) falls to Master-of-Ceremonies, Uncle Louie---with Eddy Jason acting as stooge.

From near and far... the dancers come. Here's a snapshot recently taken at Cinderella Ballroom, near Appleton, Wisconsin. Attendance at Farmhand dances often exceeds one thousand.

WTAQ SPORTS HIGHLIGHTS

The Wisconsin State League Baseball Games are a sports feature second only to the Green Bay Packer Games. Here's a shot of Joannes Park during one of these games, broadcast nightly over WTAQ.

Red Smith and Andy Pafko, who "graduated" from the Bluejays to the Chicago Cubs.

Allen Franklin, our sportscaster, rejoined us last year upon his return from the South Pacific, where he was doing special Government Radio work.

Football is King here in northeastern Wisconsin. WTAQ, in addition to carrying the complete weekly schedule of CBS football classics, naturally follows the Green Bay Packers whenever possible. Here's a shot of the Green Bay Packer College All Star game at Soldiers Field, Chicago, on the night of August 30th, 1945. Harry Wismer at the mike.

Inspirational

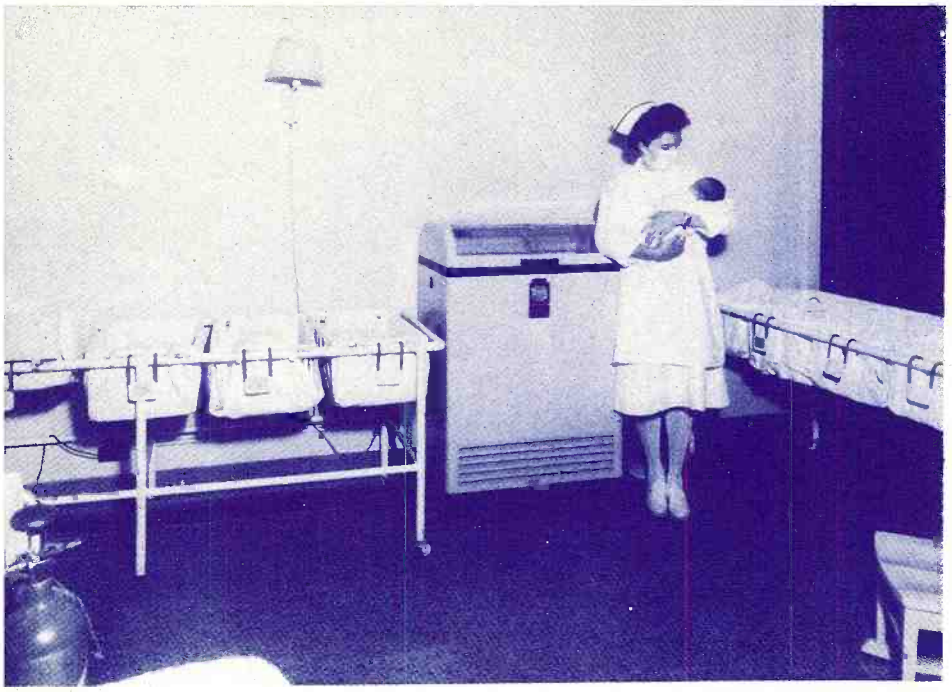
Church Services of all creeds appeal to the WTAQ family of listeners, and each week many religious services are broadcast.

Rev. John Claxton

Rev. N. P. Butler, O. Praem

Adj. E. A. GARRETT
Salvation Army

COLORFUL LOC



Each morning, the hospitals of northeastern Wisconsin phone us their lists of new arrivals. And a few minutes later, "His Majesty, the Baby" takes to the air.

Since the sta
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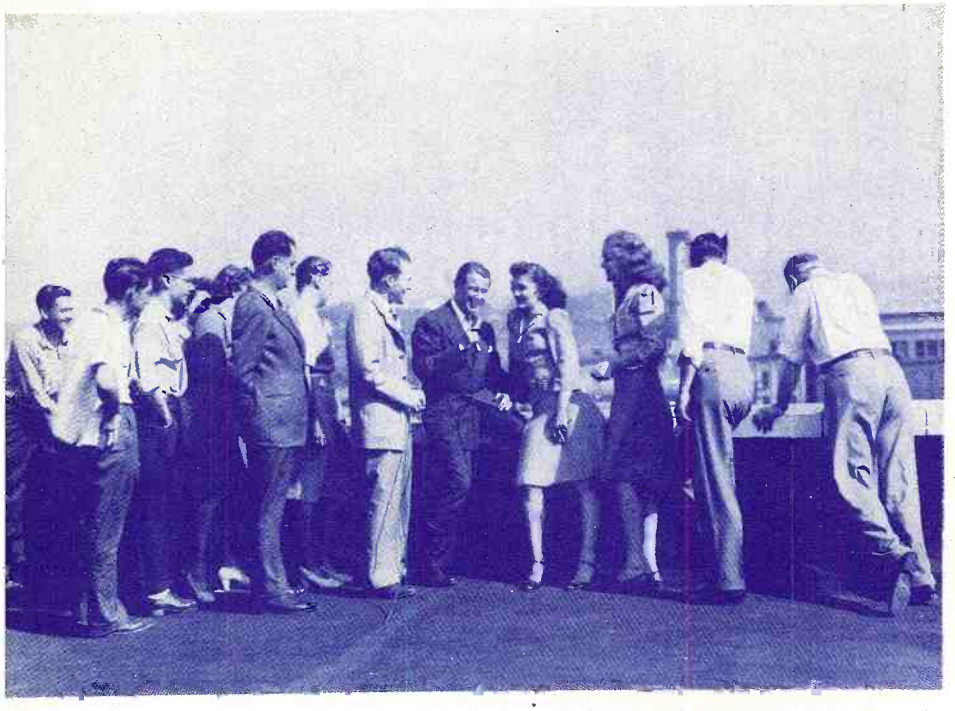
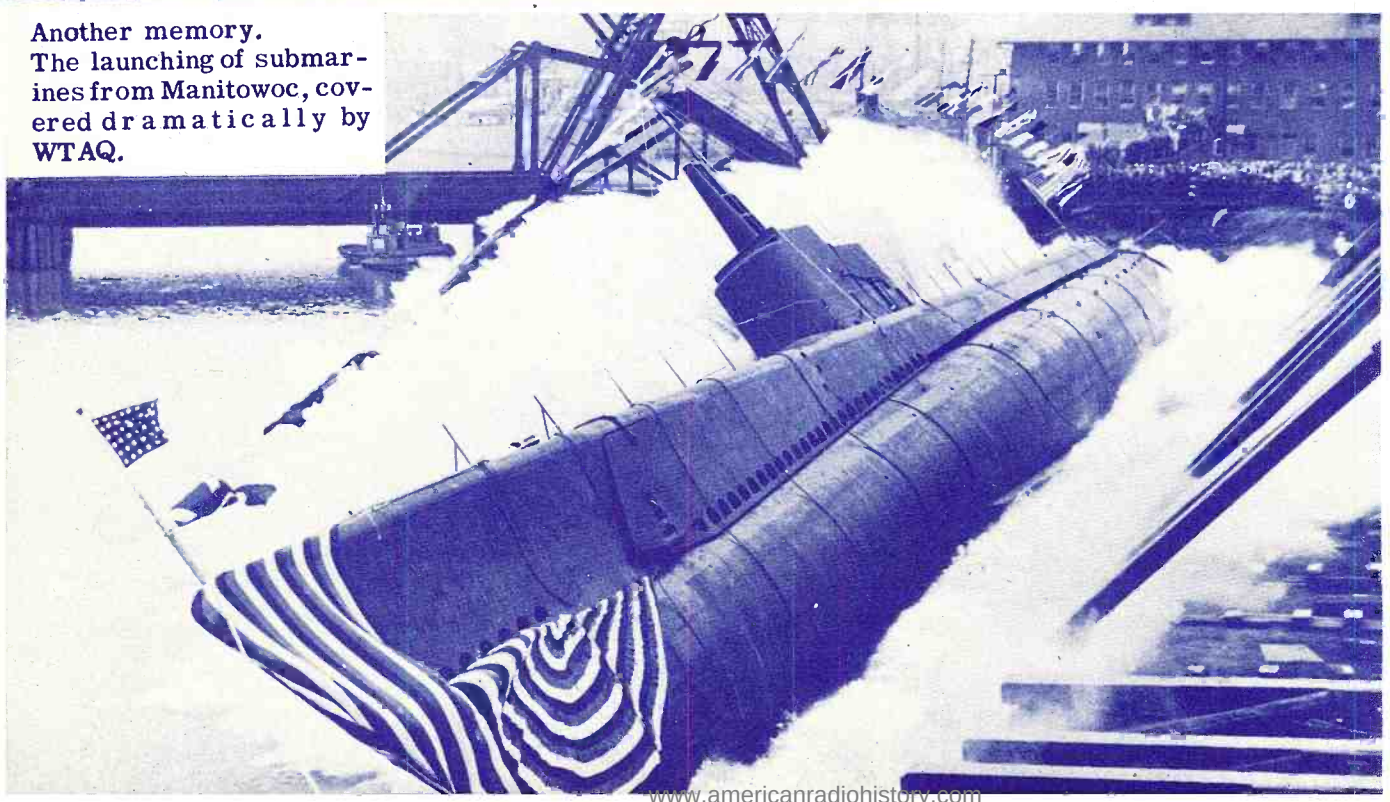
than a millio
of merchandi
hands. Edd
Store-keeper



Memories of the past! Here's announcer, Art Ohlsson (holding mike) standing atop the Bellin Building... describing the joyful, exciting crowds milling about below on V-J eve.

"Quizzing th
Radio "natu
ly when the
inic Olejnic
Bay.

Another memory. The launching of submarines from Manitowoc, covered dramatically by WTAQ.



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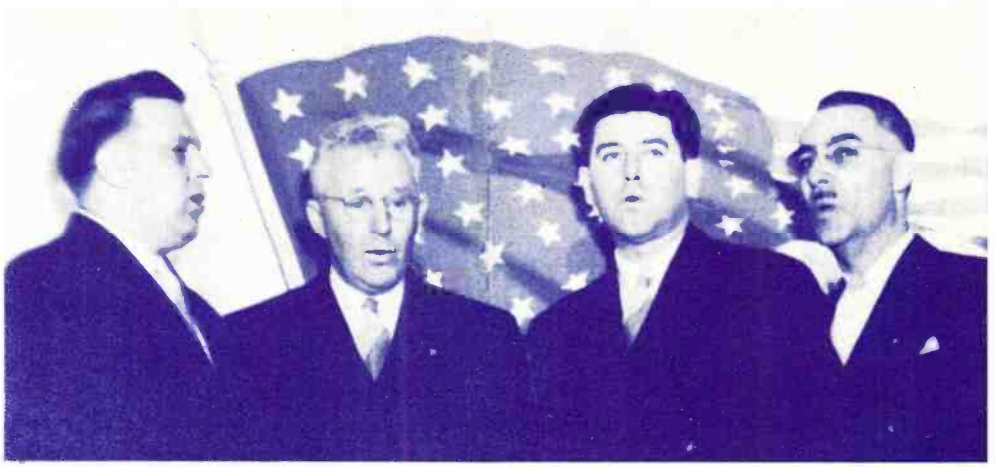
Remember the famous Iwo Jima Flag-raising picture? Here are two boys who were part of it ...Keyes Beach (left) -and John Bradley of Appleton (center).



Various Barber Shop Quartets of the Wisconsin Chapter of SPEBSQSA (Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America) are always a welcome feature. Here's typical quartet from Appleton, Wisconsin.

Police Lt. Bill Walters knows that WTAQ's air lanes are his on a moment's notice.

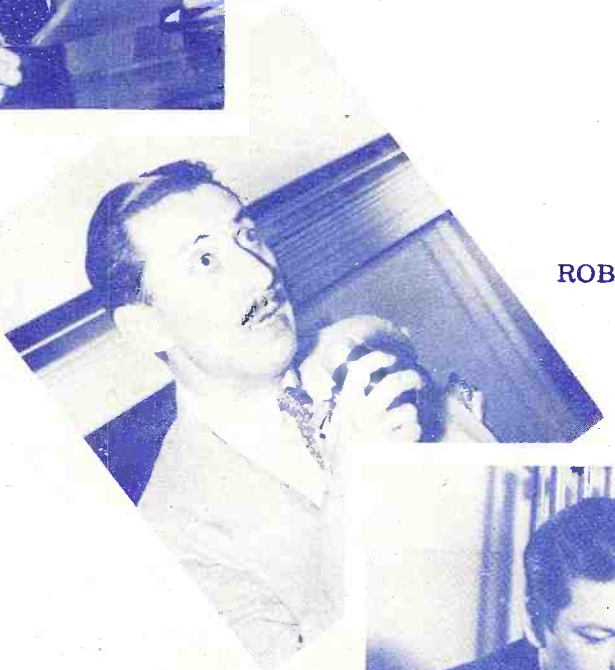
Each afternoon, our Variety program swings along with High School students often handling both the platter and chatter.

PRESENTING

BILL HENRY

NED CALMER

JOHN DALY



ROBERT TROUT

NORMAN TESKA, WTAQ

WARREN SWEENEY

THE LATEST NEWS

PAUL WHITE

HARRY CLARKE

MAJ. GEO. FIELDING ELIOT

ART OHLSSON, WTAQ

QUINCY HOWE

WILLIAM L. SHIRER

CLAIR STONE, WTAQ News Editor

Network Personalities

ANN SOTHERN

BOB HAWK

PHIL BAKER

DANNY KAYE

HARRIET HILLIARD

DURANTE and MOORE

BLONDIE and DAGWOOD

VOX POP

Heard Weekly Over WTAQ

BILLIE BURKE

ART LINKLETTER

JOAN DAVIS

OZZIE NELSON

ANDRE KOSTELANETZ

FANNY BRICE

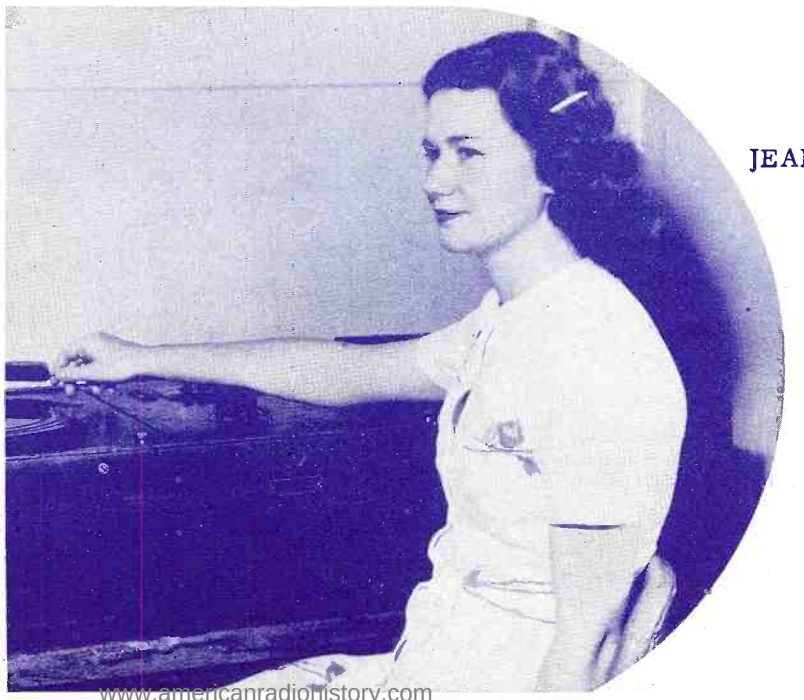
KATE SMITH and TED COLLINS

AL MICHEL
Program Director

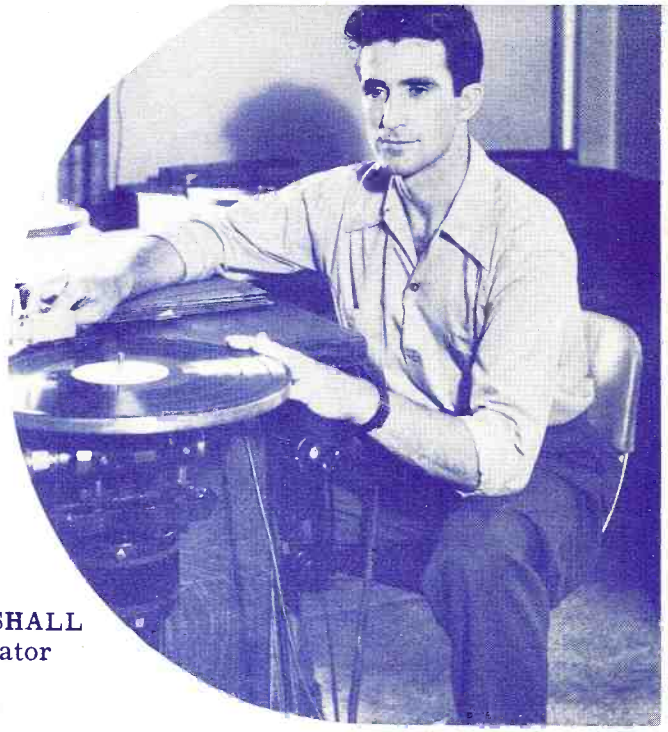
ERWIN MERAR
Continuity Staff

Behind The Sc

LEONE STINSON
Secretary to General Manager



JEANETTE DECREMER
Operator



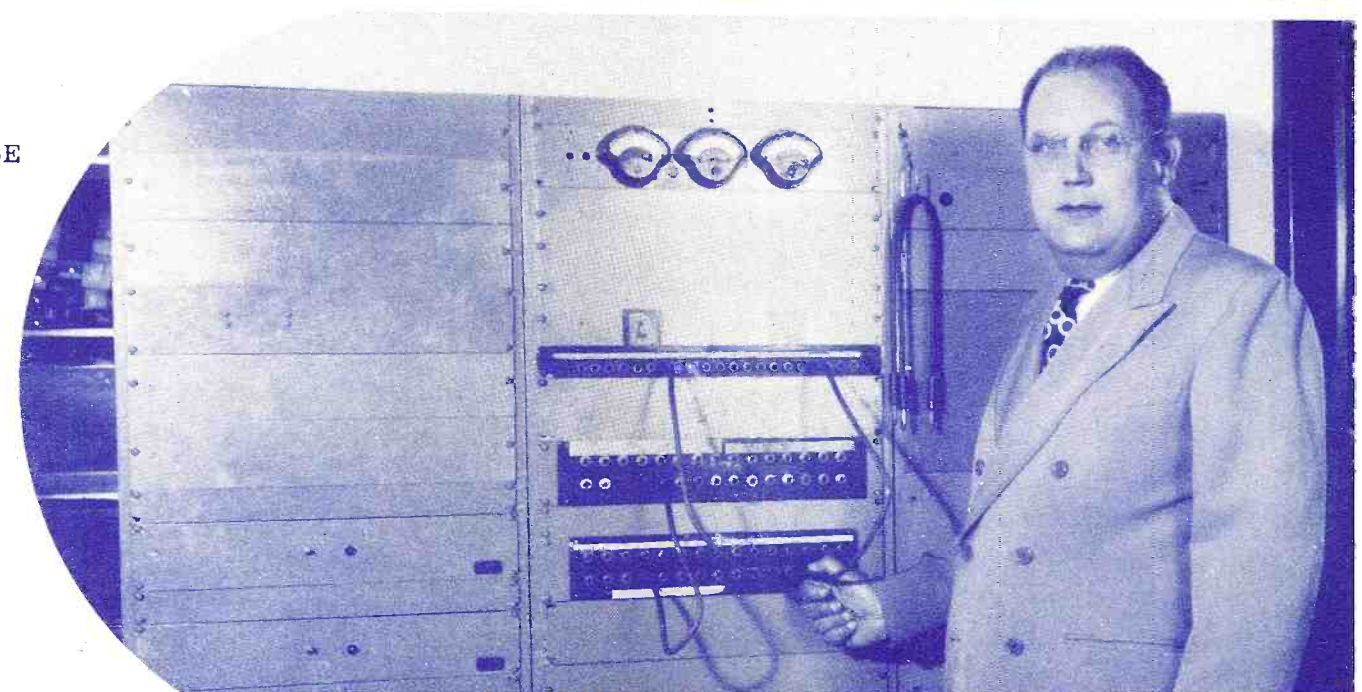
WALLY MARSHALL
Studio Operator

GENEVIEVE COURCHAINE
Accounting Dept.

enes At WTAQ

VAL SCHNEIDER
Local Sales Manager

CHARLES CHASE
Chief Operator



SAM DeSIGNE
Production Manager

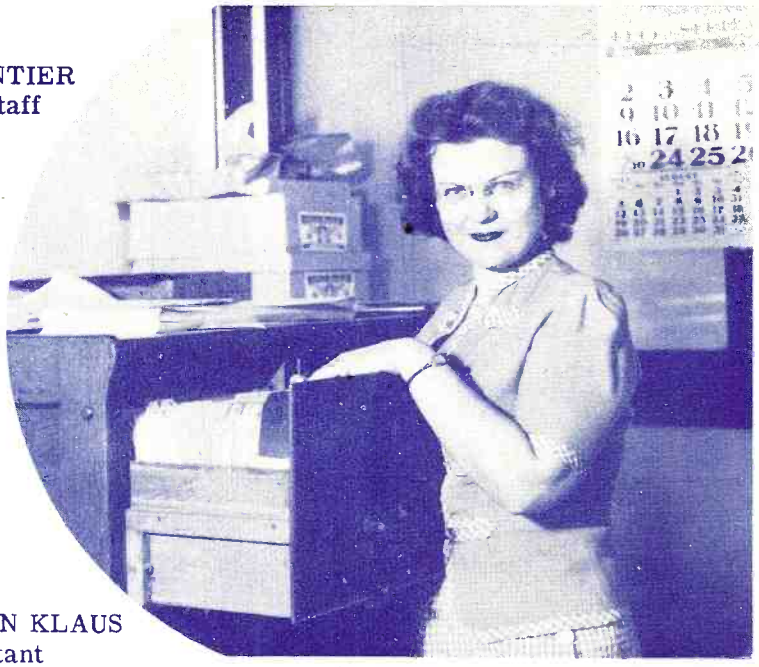
BOB MEISTER
Announcer

Behind The Sc

JOAN BISTODEAU
Secretary to Program Director

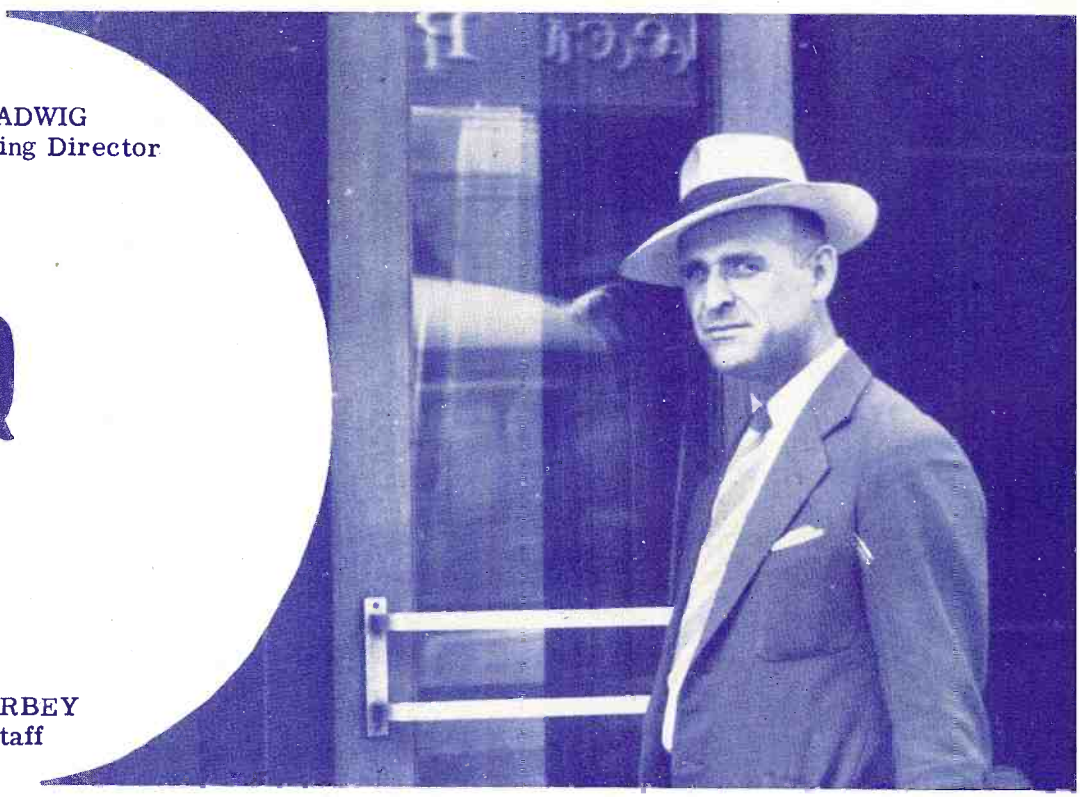
CLARENCE EDGES
Musical Director

JUNE PARMENTIER
Continuity Staff



MRS. LILLIAN KLAUS
Accountant

AL LADWIG
Merchandising Director



enes At WTAQ

RITA SIUDZINSKI
Announcer on "Calling All Girls" Show

MRS. EVA BURBEY
Continuity Staff

Behind The Scenes At WTAQ

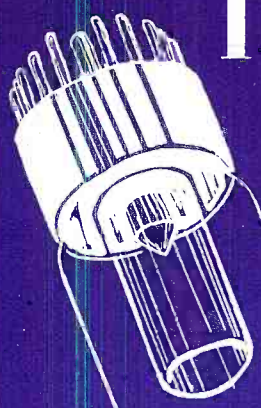
The Note-able Four
One of Green Bay's First Barber Shop Quartets

SKIPPY
whose melodious barking introduced every Farmhand program for 12 colorful years.

VERN and OBIE
Entertainers

ALLEN FRANKLIN
During His COZY CORNER Program

TELEVISION

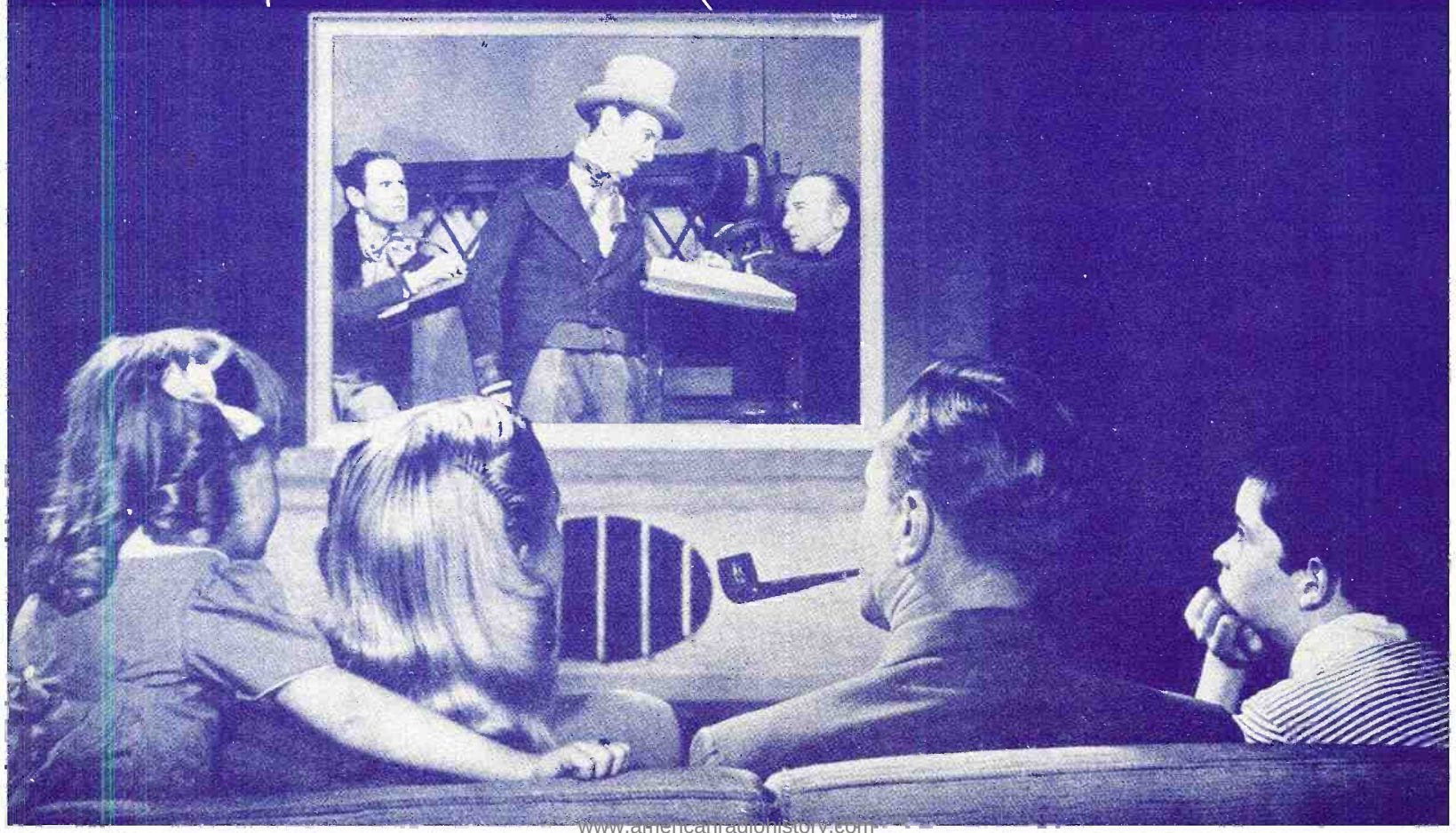


For more than 60 years scientists have been striving for means of seeing events remote from the observer. The scanning disc was invented by Paul Nipkow in 1884. The basis for all modern electronic television was described by Campbell Swinton in 1911, but it took years of work by Vladimir Zworykin before this system produced a picture. Dr. Zworykin invented the "Iconoscope which became the 'eye' of television cameras."

In the early 1920's, experiments by John Baird in England and C. Francis Jenkins in this country, brought successful transmission of low definition pictures. RCA erected a television transmitter in 1928 and on January 16, 1930 showed television pictures on a 6-foot screen, as transmitted from the studio.

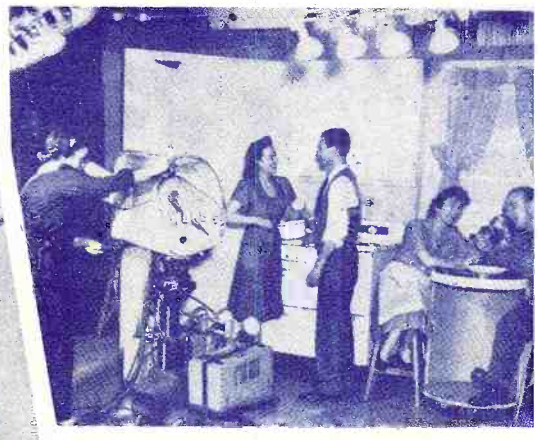
. The long awaited debut of television finally took place April 30, 1939 when President Franklin D. Roosevelt's speech opening the New York World's Fair was telecast.

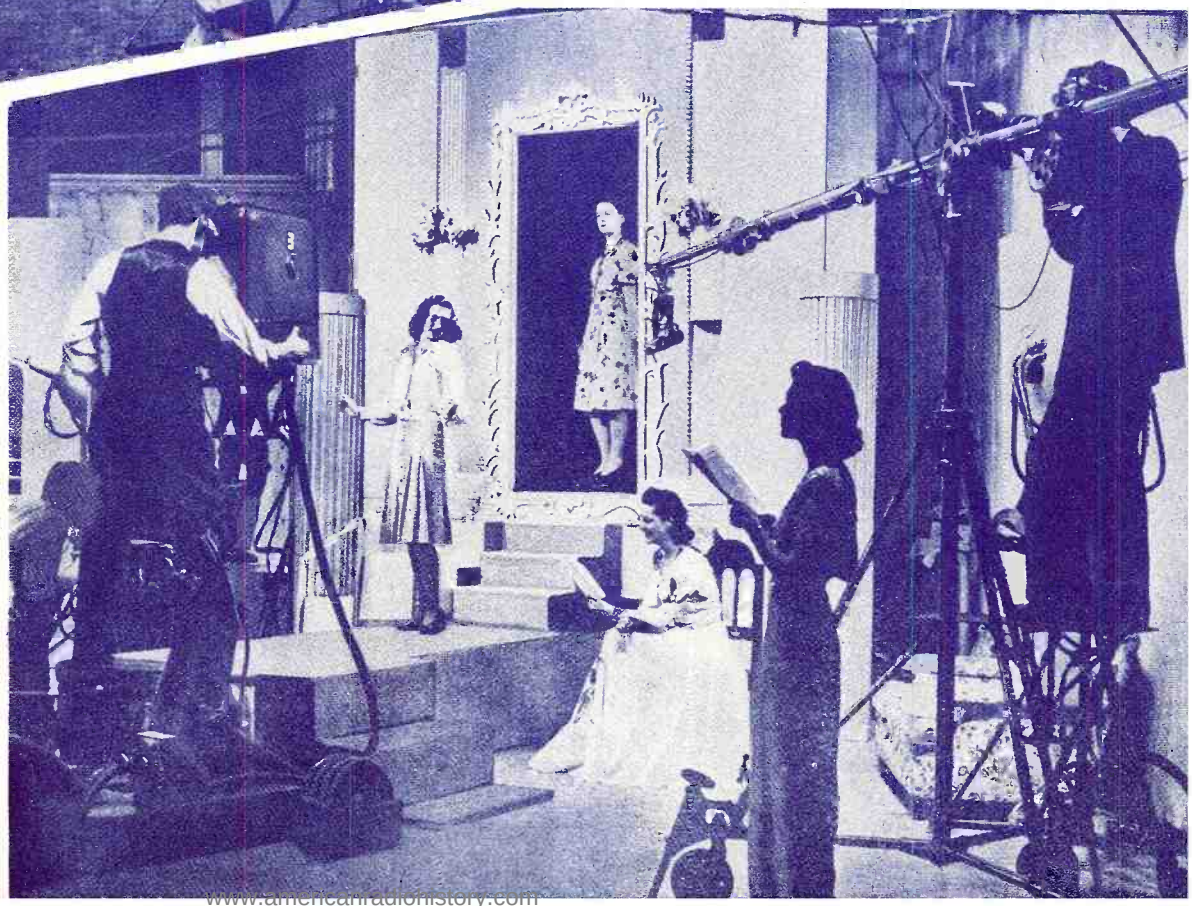
.. Today there are 9 television stations in operation, and the FCC has applications for permission to construct 140 others. On the East Coast, approximately 10,000 television receiving sets are now in use.



TELEVISION

IT GOES IN HERE





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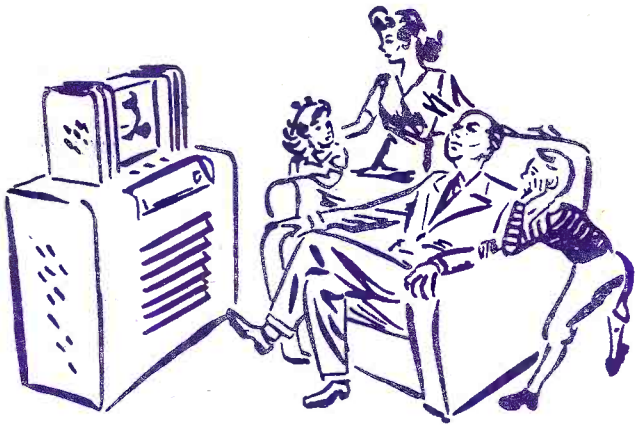
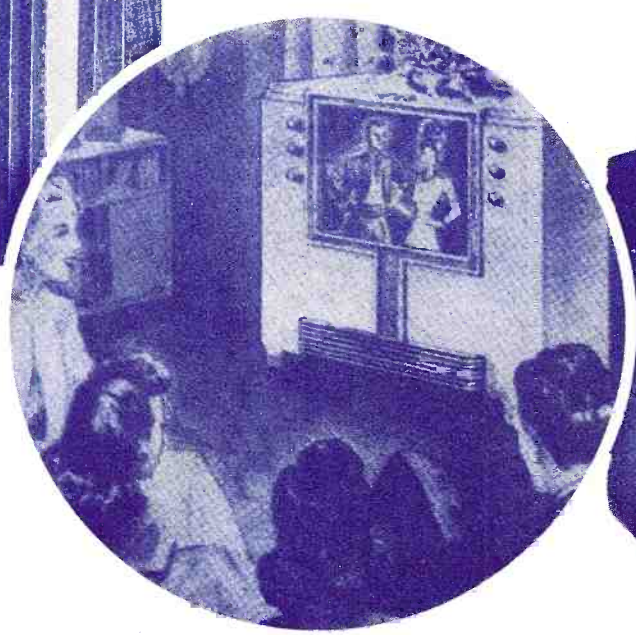
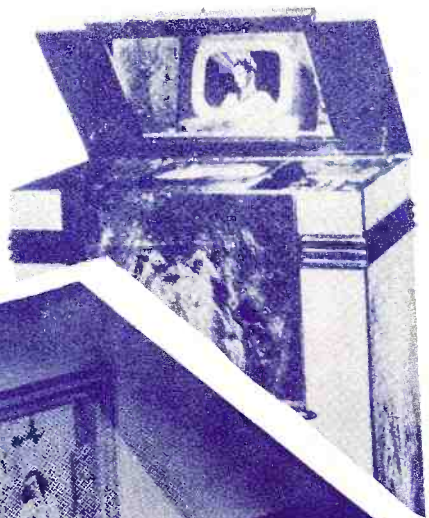
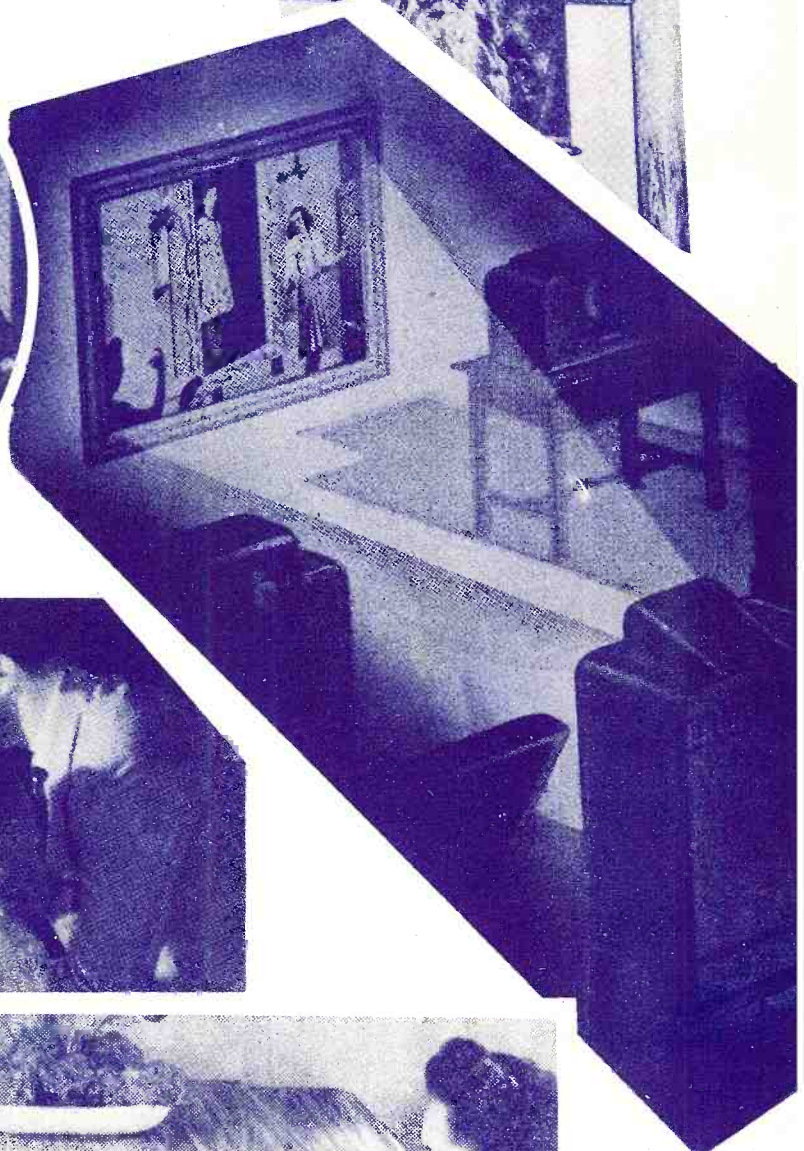
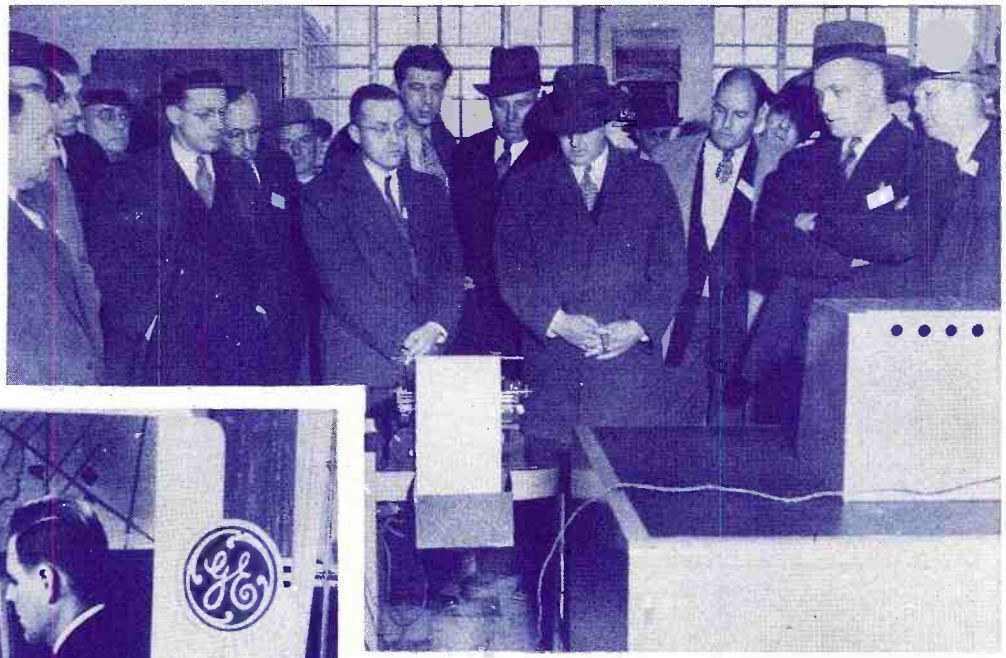




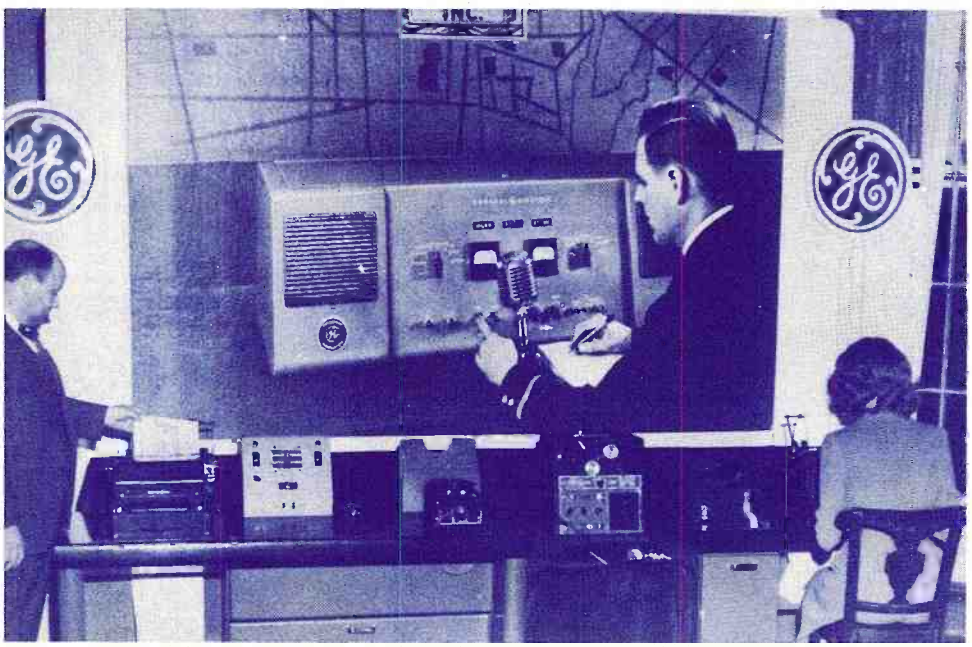




A group of police officers watching demonstration of radiotype receiving message from transmitter 13 miles distant.



Complete radiotype automatic two-way station equipment in operation. A. C. Holt of I. B. M. Radiotype Division, inspects message as it comes off the radio.



RADIO COMMUNICATIONS for CIVILIAN USE

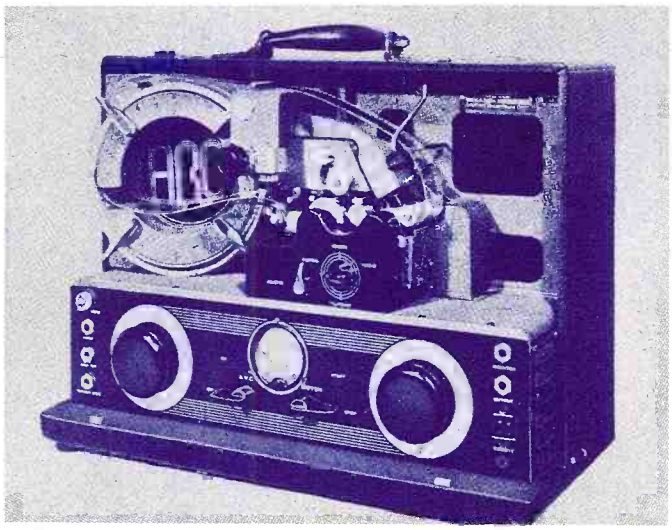
Radiotype and high-frequency FM emergency radio communication will have many uses in civilian life but already considerable progress has been made in this field in connection with police work. Messages sent by radio appear in typewritten form on reception. Two-way conversation can be held with one side in voice and the other in type. Plans are in progress for a complete cross-country circuit of radiotypes which could be used much as the telephone and teletype.

Close-up of GE high frequency FM emergency communications receiver used to pick up messages from transmitter in auto 50 miles away.

Close-up of radiotype receiver with tone signals being picked up on wire recorder.

INSTANTANEOUS RECORDING

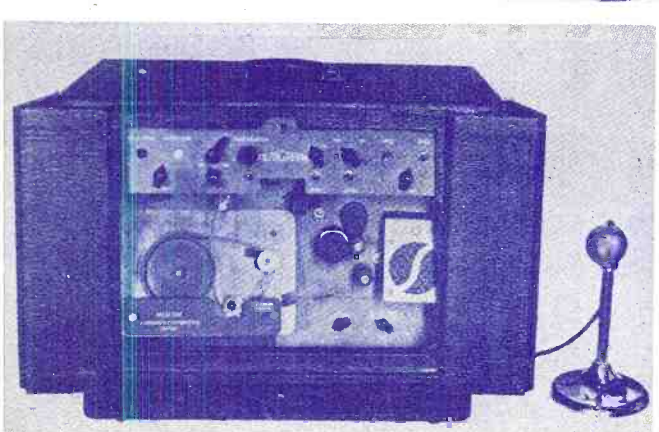
Military application brought extensive development in the field of recording. Before that time some progress had been made in devices using other than acetate discs but the war brought out several different type machines which could record continuous material as long as 11 hours. Another advantage in the new machines is portability and speed of playback. On this page are several of the new recording devices.

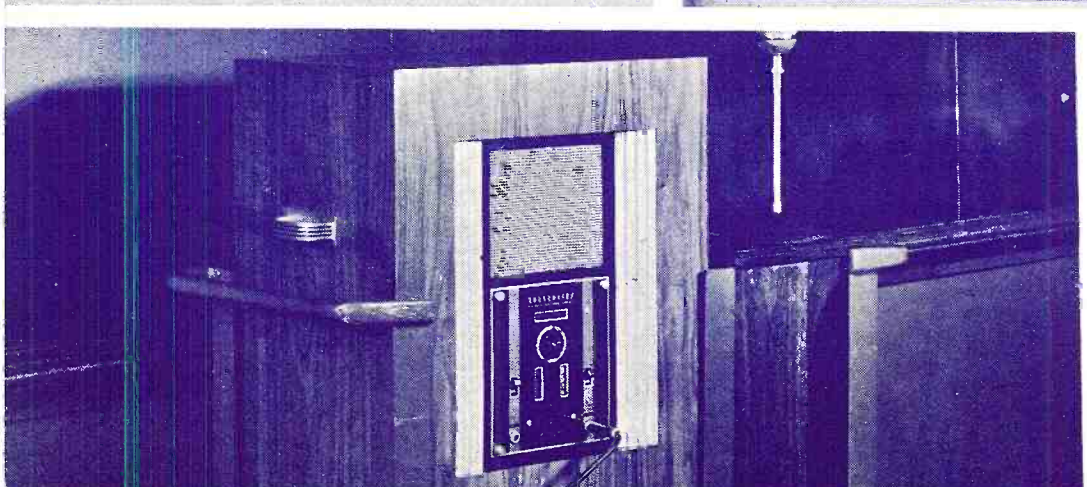


Another type of film recorder, used extensively by the Navy in combat reporting.

Wire recorder, will record 66 minutes continously. Used by Army in many

Filmgraph, for continuous recording and playback up to 11 hours.





The conventional type disc recorder (left) with amplifier.

One type of film recorder and playback in home cabinet style.

The VETERANS' RIGHTS AND BENEFITS ★ ★ ★

MUSTERING-OUT PAY . . $100 for less than 60 days service; $200 for 60 days or more but no foreign service; $300 for 60 days or more plus foreign service. Payable to all with base pay less than $200 monthly at time of discharge; payments to be made in three installments.

OLD JOBS . . Permanent jobs abandoned to enter service after May 1, 1940, may be recovered by application within 90 days after discharge. In case of difficulty, contact local Reemployment Committeeman.

NEW JOBS . . Register with nearest U. S. Employment Service office as soon as possible after discharge. GI Bill provides vocational training with government allotments of from $50 to $75 monthly while learning. Veterans are on the preferred list for Civil Service jobs, and are entitled to 5 to 10 points in examinations simply by reason of military service.

EDUCATION . . GI Bill provides year's refresher course; and for men under 25 when they entered service, education equal to actual time in service, up to four years. Veterans' Administration pays up to $500 a year toward tuition, supplies, etc; also provides subsistence $50 monthly for single veterans, $75 monthly for veteran with dependents.

READJUSTMENT PAY . . Federal unemployment-compensation program grants veterans four weeks unemployment pay for every month of active service after Sept. 16, 1940 up to 52 weeks. If veteran is completely unemployed, he receives $20 a week. Contact local USES on state unemployment compensation benefits.

LOANS . . Veterans Administration will guarantee 50 per cent of any loan for a home, farm or business up to $2,000 anytime within five years after discharge. Loan must be repaid in 20 years at not more than 4 per cent interest.

PRIVATE ENTERPRISE . . Preference given veterans in obtaining surplus government property for business purposes but not for resale. Veterans given priority in purchase of raw materials and equipment from Smaller War Plants Corp., the Farm Security Administration, War Production Board and Office of Defense Transportation.

MEDICAL CARE . . Through Veterans Administration, hospitalization provided for veteran for any ailment as long as he lives, without cost. Medical service or dental care not requiring hospitalization provided by VA, if the condition was caused or aggravated in line of duty.

INSURANCE . . Veteran may keep his national service life insurance in force for 8 years and then convert to ordinary life, twenty-payment or 30-payment life.

LEGAL EXEMPTIONS . . For six months after discharge, veterans have legal exemption under Soldiers and Sailors Civil Relief Act of 1940, from lawsuits for collection of debts, collection of taxes, sale of property for taxes, dispossession of dependents for nonpayment of rent, and collection of insurance premiums.

DISABILITY PENSIONS . . Free vocational rehabilitation provided for disabled vets, plus $92 monthly if single; $103.50 if married, plus $5.75 monthly for each child and $11.50 for each dependent parent. If discharged with disability due to service, veteran may be entitled to disability benefits including a pension. Amounts payable from $11.50 a month to $115 a month for 100% disability.

If there is no Veterans' Administration Office in your home town write to the nearest Field Station. Address, "Manager, Veterans' Administration"—

Our Honor Roll

Name _____

Serial No. _____ Highest Grade _____

Entry into Service

Place _____ Date _____

Assignments

Organization _____ Date _____

Place _____ Commanding Officer _____

Organization _____ Date _____

Place _____ Commanding Officer _____

Organization _____ Date _____

Place _____ Commanding Officer _____

Dates of Promotions

_____ Grade _____ _____ Grade _____

_____ Grade _____ _____ Grade _____

Separation

Place _____ Date _____

Battles, Engagements, Etc.

_____ _____

_____ _____

Decorations, Citations, Etc.

_____ _____

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SYMBOLS BELOW IDENTIFY THE OFFICIAL PHOTOS APPEARING IN THIS BOOK

U. S. Army Signal Corps Photo

Official U. S. Navy Photo

Official Photograph, U. S. Army Air Forces

Official U. S. Marine Corps Photograph

Official Photograph U. S. Coast Guard

OWI Official OWI Photograph

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